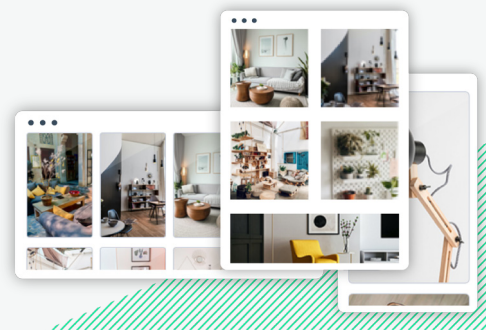# crownpeak

Product Discovery

Build seamless, intuitive and relevant shopping experiences that drive online revenue while saving merchandisers' time with AI-powered solutions.

Relevant search results

Make it easy for your shoppers to find what they are looking for with AI-powered search. Understand even the most complex searches with natural language processing (NLP), machine learning, deep learning algorithms and computer vision.

Advanced visual merchandising

With complete control over the look and feel of your ecommerce store, you can effortlessly replicate in-store shopping experiences online and drive revenue growth. Design your site with drag and drop manual merchandising, facets, ranking cocktails, boost and bury and more.

Personalized product recommendations

Speak to your shoppers at key touchpoints with personalized recommendations that convert. Equipped with a library of algorithms and innovative AI technology, you can promote new products, nurture customer loyalty and inspire shoppers to purchase.

> "
> There is no doubt Crownpeak has helped Harvey Nichols reach many of its digital goals. Product discovery and functionality are essential to the experience on our website.
> "
>
> Joseph Cook, Ecommerce Product Manager, Harvey Nichols

Reduce zero search results by	Increase conversions from search by	Save merchandisers' time by
98%	20%	60%

crownpeak

Increase product findability
Long-tail searches represent 20% of all search queries. Solve complex searches and show you understand your shoppers by eliminating zero results.

Do what you do best
Blend smart automation with creative control, so the AI can do the heavy lifting whilst you focus on elevating the customer journeys.

Inspire shoppers to purchase
With a library of algorithms and widget templates, curate recommendation strategies based on real-time data to capture demand and guide shoppers to purchase.

Make the most of support
Leverage our dedicated experts and library of best practices to optimize strategies and drive growth. Access 24/7 support, customer success managers and over 20 years of e-commerce experience.

Scale and internationalize
Scale to meet your business needs with API-first, headless and easy-to-integrate infrastructure. Reach every market by managing 50+ markets in a single environment.

Maximize ROI on algorithms
Use different algorithms together in one platform – whether they are your own, third party or from the Crownpeak library – to meet business needs and requirements.

Solution use cases

Cross-sell and upsell
With AI visual similar recommendations, you can automatically recommend alternatives that are visually similar based on image recognition without the need to manually tag each item or redirect shoppers to individual product pages.

Personalize shopping experiences
Convert shoppers with a personalized product, content or category recommendation based on their demographics, location, spend, season and on-site behavior. Recommend personalized products with A/B test suggestions.

Localize recommendations at ease
Personalize at a local level to deliver relevant shopping experiences. Display different page content and product selections based on local data, seasons and campaigns to improve engagement and increase click-through rates.

Recommend best sellers
Encourage product discovery and increase click-through rate by displaying the most popular products in the same category. For example, filter products by a specific category to align with the homepage marketing campaign.

Contact an expert

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