

Game Changer:

Transactional Search

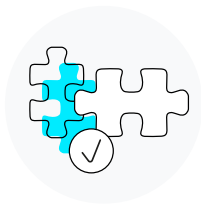
You have implemented a search engine on your website and want to monetize your search queries? Your focus lies on first impression and only shopping related inquiries shall be served?

Our recomAD Transactional Search is the solution. It recognizes search queries with a concrete purchase intention by using a neural model. Only if this applies, product recommendations will be displayed. This allows you to achieve high click rates and attractive additional revenues.

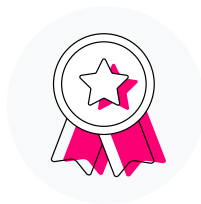


Your advantages

Monetize your users search queries in a shopping related context with recomAD Transactional Search.



**Exact presentation
of products**



**Qualitative
First Impression**



**Attractive
CPCs**

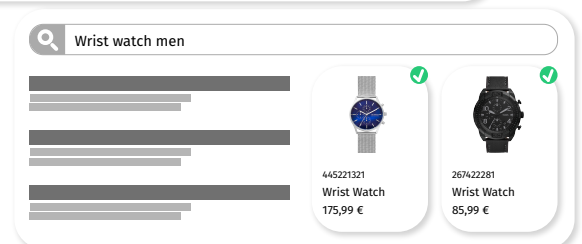


**Automated
retraining**

Three types of search queries

- ✓ **Informational** - the user wants to find an answer to a specific question or context
- ✓ **Navigational** - the user wants to find a specific website
- ✓ **Transactional** - the user has a purchase intention or would like to find out more about a product

Improve your performance due to the tailored display and benefit at the same time from attractive CPCs. The automated retraining ensures that the model is seasonal and up-to-date.



You have questions? Feel free to contact us at cooperations@s24.com