

OFFER A PERSONALIZED SHOPPING EXPERIENCE

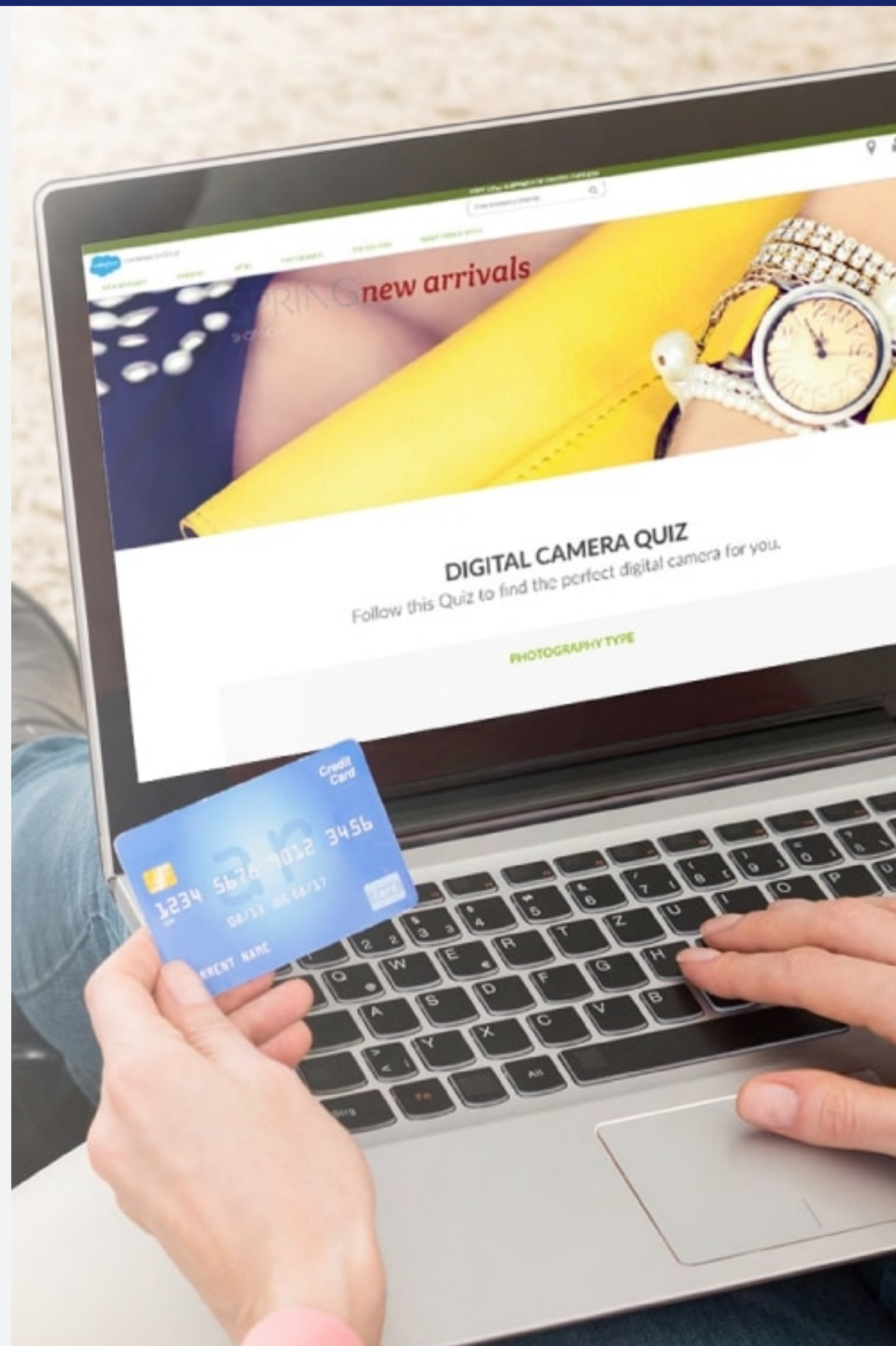


Guided Product Finder

Guided Product Finder is a standalone, highly customizable drop-in cartridge for **Salesforce Commerce Cloud** that is SFRA certified, and provides merchants with a simple, yet interactive way for their customers to find the right products online. Shoppers are presented with the best products to meet their specific needs. For any apparel, footwear, or even automotive business, this can simplify the path to purchase and leave consumers with a positive impression of your brand, reducing the likelihood of returns.

PLATFORM: **Salesforce Commerce Cloud**

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SFRA
Certified



COMPOSABLE
Storefront
Compatible



CUSTOMIZATION
Services Available

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FEATURES & BENEFITS

COMPATIBILITY

The cartridge is compatible with both SiteGenesis and Storefront Reference Architecture (SFRA).

FLEXIBLE RESPONSES

Customers can navigate through questions without a fixed flow, choose from single or multiple answers, and even start the quiz over if they wish. Merchants are able to set a minimum or maximum number of selected answers for a question.

CHOOSE YOUR FLOW

Four flows are available when creating a quiz: Linear flow - the previous question doesn't affect the following questions and gathers all answers until the end. Decision-based flow - a question influences either the next question that's displayed or the answer. Reactive Quiz- Is a combination of 1&2- it keeps the order if the questions while at the same time each answer affects the subsequent questions. Counting Quiz - The counting quiz type has both rules for questions like guided as well as quiz rules like directional. The question rules will be used for progression through the quiz and the quiz rules are used to determine the destination based on the previous questions.

VISUAL ENHANCEMENT

You can **add images** to questions or answers to make your quiz more engaging.

CUSTOMIZED QUIZZES

You can customize the quiz interface and edit every piece of content within the quiz, such as changing colors, moving the buttons around, and changing the question labels. You can also add images to questions or answers to make your quiz more engaging.

PRODUCT RECOMMENDATION

You are able to map a single product as the quiz result, or you can choose to display multiple items (in the form of a carousel). This is how you exponentially increase recommendation flexibility and help customers explore your website more.

INLINE RESULTS

With the new inline results, shoppers can view the product recommendations right below the quiz without having to leave the page and go straight to checkout!

QUIZ LISTING PAGE

The new quiz management page is very easy to use and simple in order to edit/delete or add new quizzes and view them all in one location.

ACCORDION QUIZ RENDERING

There are two types of quiz rendering - Legacy and Accordion. In the accordion - it shows the customer subsequent questions and the answers selected.

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Let's keep in touch!