

AI Powered Search, Navigation, Personalization and Recommendations for Salesforce Lightning B2B Commerce Cloud

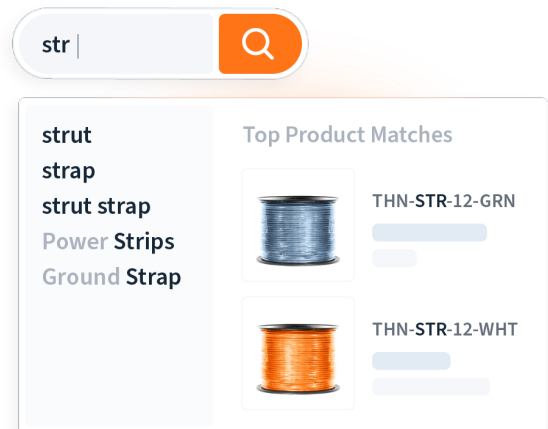
Hawksearch delivers an optimized buying experience directly inside Salesforce B2B Commerce Cloud with our Lightning ready connector.

Classic & Lightning connectors are available to download from the AppExchange.

Create Frictionless Online Buying Experiences for Large & Complex Product Catalogues

Increase findability and overcome challenges associated with:

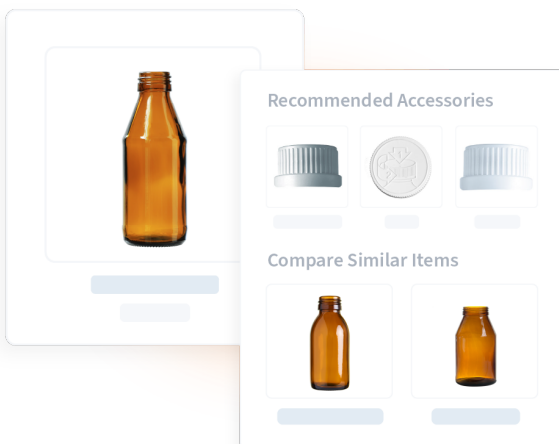
- Large volume of SKUs & Attributes
- Parent vs Child
- Customer entitlements
- Partial SKU & product number searches
- Related content from other sources

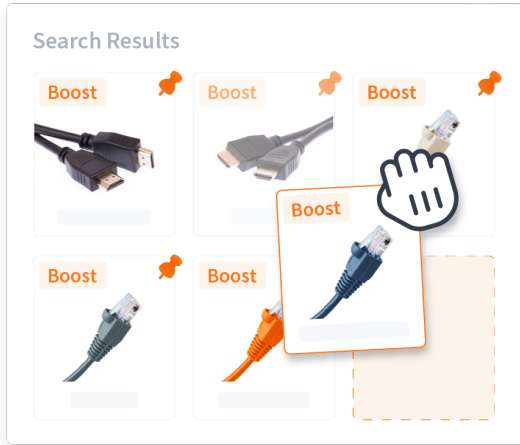


Increase Conversions & Average Order Value

Conversion based Machine Learning & event tracking API power an extensive selection of Recommendation widgets including:

- Trending
- Popular Items
- Frequently Bought Together
- You May Also Like
- Also Viewed
- Added to Cart
- View Then Bought





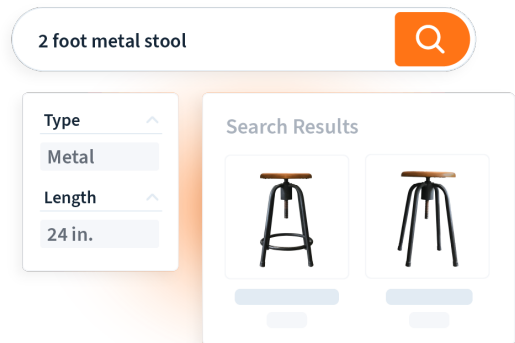
Reduce Operational Expenditures

Hawksearch is an enterprise search solution that does not require enterprise IT. Built for Marketers & Merchandisers, Hawksearch UI empowers the business with:

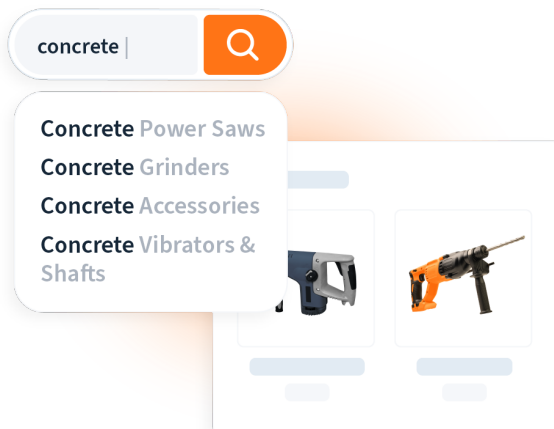
- Drag & drop merchandising functionality
- Simplified rule building
- On/Off Toggles
- Rich & real-time visual preview of results
- Machine Learning weighting sliders for manual tuning
- Campaign scheduling assistant & dynamic landing pages
- Persona based targeting
- Detailed knowledge base documentation and in-tool help modals

Overcome Data Inconsistencies Across Your PIM, ERP & Commerce Platform

Normalize & cleanse data with Unit of Measure Conversion Logic & SKU Analysers that allow your buyers to search on their own terms.



Measurement Phrasing	6" = 6in = 6 inches = ½ foot = .5'
Fraction Conversion	½ = .5 or ¾ = .75
Imperial to Metric Conversion	ml to oz, cm to in, kg to lbs
Symbols of Measurement	volt vs. –volt or amp vs. –amp
Part number inconsistencies	dashes vs. no dashes
SKU issues	the number “zero” vs. the letter “O”



Deliver a Relevant & Personalized User Experience

Hawksearch Machine Learning models automatically drive a relevant User Experience through:

- Predictive auto-complete of products & content
- Product rankings defined by previous user activity
- Personalized search results
- Relevant & personalized product and content recommendations

Deliver a World Class, Measurable Commerce Experience to Your Buyers



Dedicated Customer Success Team



Detailed reporting and analytics to measure conversions and track the customer journey across your commerce experience



Easily configured machine learning to automate and optimize the online buying experience



Custom Professional Services & Business Analytics support



Integration with third party business analytics services including:



Power BI



MRC Global



foodstuffs NORTH ISLAND



Schedule a demo
salesforce@bridgeline.com

[Documentation](#)

[AppExchange Listing](#)