



Press release

## **Compario launches new product version: Compario Black Eagle Edition**

**Compario Black Eagle Edition now offers an e-merchandising console, improved performance of the social shopping module and cross-channel merchandising management, plus powerful new targeting features**

*Paris, 14 April 2011* - **The Black Eagle Edition version of Compario offers e-marketers a tool that will free their creativity to boost the performance of their websites still further.**

**With the release of Compario Black Eagle Edition, e-marketers now have a tool that will allow them to unleash creativity to boost the performance of their websites still further.** Compario Black Eagle Edition strengthens the position of Compario, leading provider of Connected Commerce solutions, by offering e-merchants even more e-merchandising features and functionality to ease online browsing and product search, which work through all the available channels for customer interaction.

### **An e-merchandising console**

Compario introduces a new module for managing e-merchandising rules, designed to provide e-marketers with a simple and powerful tool for creating and driving rules through a high-quality, highly ergonomic interface.

An intuitive and logical business-oriented wizard can be used to define each rule, by mixing different application criteria and simply choosing the content and offers for publication. An overview of the rules, displayed in schedule format, can be used to drive all the in-progress and planned operations.

### **A social shopping module for a unique community shopping experience**

Beyond the simple management of notes, opinions and comments about products, the Social Shopping module included in Compario Black Eagle Edition allows the online consumer to define lists of favourite products, to have a history of their own products, to share favourite products with friends, create and save product comparisons, access their most frequent searches (“my search”) and create wish lists of gifts to share with its online community.



### **Cross-channel merchandising management**

Compario Black Eagle Edition takes into account all connected commerce channels and allows you to define, for each merchandising rule, whether it is to be available on the website, on the in-store multitouch terminals or on the mobile version. These per channel rules can even be refined, for instance to define different offers targeted by store.

Compario also offers mobile versions for iPhone and Android.

### **Powerful and dynamic targeting management**

Compario builds new targeting opportunities into the Black Eagle Edition, so that e-merchandising rules can be applied not only according to customer data stored by the CRM, but also on the basis of the searches performed on the site by the visitor, according to the channel used, the origin website, keywords typed, etc.

Right from the first visit, this capability makes it possible to create a unique customer experience that generates loyalty among visitors and increases the site's conversion rate and the size of the average basket.

Compario Black Eagle Edition includes six new features:

- **The virtual assistant** can guide consumers through the product catalogue using questions about their practices, preferences and tastes. It is possible to integrate rich content (pictures, colours,..) into the responses, to manage multiple answers, and feed proposed items dynamically according to data available from the catalogue.
- **Compario Analytics** is a new analytic module that enables e-marketers to measure the impact of their e-merchandising actions and the effectiveness of their site, by analyzing activity (number of visitors, origins, actions performed, products consulted, orders ...) but also the use of navigation features: sorting, comparisons, selections, product sheets, etc.
- New rules to automatically manage **related products** without having to manually define them at product sheet level
- Management of **substitution** based on availability of stock, again with the possibility of applying rules to offer the products with the highest margins, or in a certain price range
- The ability to define **related content** (text, photos, videos), proposed in specific areas of the pages and again based on merchandising rules
- New **connectors** to Google Search Appliance, Google Shopping, Fact Finder and IBM Websphere Product Center.

For Stéphane Vendramini, Director of Product Strategy for Compario: *"This new edition meets the needs of our e-merchant customers to further improve the customer experience with more shopping aid features and site customization so that they can find the right product faster, whatever channel they're using."*



**About Compario:**

Compario develops and markets Connected Commerce solutions designed to:

- Optimize online browsing and product search
- Maximize the merchandising of products regardless of channel or the type of hardware device chosen by the consumer (website, smartphone, tablet multi-touch, social networks ...)
- Facilitate the structure and management of the web catalogue

Used in over 12 countries, the Compario solution has been chosen by the biggest names in online commerce, such as 3 Suisses, Avenir Telecom, le groupe Boulanger, Bouygues Telecom, BUT, ChateauOnline, le groupe Cultura, Delhaize, Intersport, la Maison de Valérie, Millésima, Milonga Music, Peugeot, Pièces et Pneus, le groupe PPR, le groupe Printemps, Quelle, Test Achats, UFC Que Choisir, WebDistrib...

For more information: [www.compario.com](http://www.compario.com)

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