

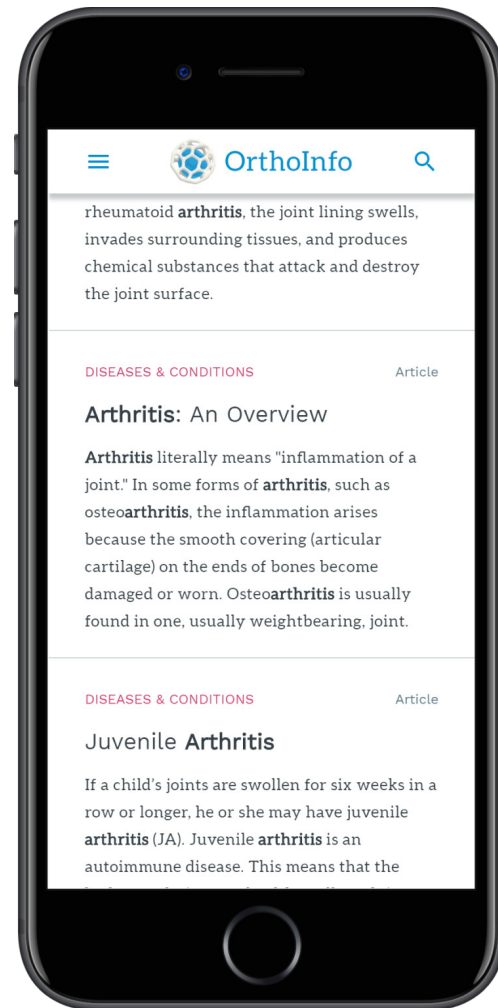
# Search & Personalization

## Search

Search specific to your site is a vital component that can make or break the user experience. Great search results can help win long-time visitors, while poor search results risk losing visitors forever. Adage gives your users the ability to quickly filter, sort and search for the information they need, ultimately providing a better experience.

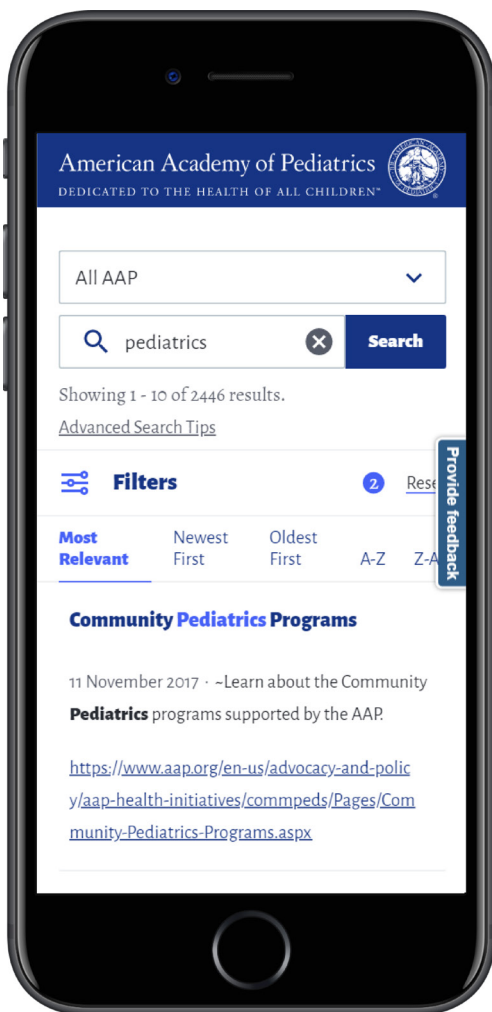
43% of visitors navigate immediately to the search box on a website

Searchers are 2.5x more likely to convert than non-searchers.



## Personalization

Personalization allows marketers to identify, segment, and target visitors with specific, relevant messages across their website. Adage will optimize the customer experience with relevant search results based on visitor behavior and display products optimized for each visitor based on behavioral data and merchandising strategy.



74% of online consumers feel frustrated when presented with irrelevant content

19% average increase in sales for marketers who are personalizing the web experience

## Search & Personalization

Visitors want the ability to easily **search** for information and have it delivered in a **personalized** fashion. Adage goes beyond typical functionality and utilizes machine learning and artificial intelligence algorithms to provide the ultimate personalized experience.

American Academy of Pediatrics ShopAAP increased ecommerce revenue by 20%

## Managed Services

Let Adage guide you through the complexities of implementing search & personalization in your digital strategy. We offer the following to enlighten your organization's stakeholders and initiate change.

- Audit
- Consulting
- Research services
  - Buyer Personas
  - Customer Journey Maps
  - Guiding Principles
  - A/B testing