

## ATG Commerce Search

Boost your online conversions by helping customers find what they're looking for – more quickly and intuitively

### ATG Commerce Search helps online shoppers quickly navigate your e-commerce site to find what they're looking for, and discover new items.

Converting browsers into buyers continues to be one of the perennial challenges of online commerce. Today's search experience typically frustrates online shoppers by either overwhelming them with long pages of irrelevant results, or returning no results at all, especially when users misspell their search terms. With nearly three-quarters of shoppers saying they use retailers' Web sites to research products before they buy (Forrester Research), and more than half saying a site must be easy to use before they'll return to make a purchase (Jupiter Research), retailers need a better way to help customers quickly find the products and other information they're looking for online.

ATG Commerce Search leverages the power of ATG's industry-leading and award-winning natural language (NL) search technology. This integrated NL search capability makes it easy for shoppers to navigate your site and have more direct access to the merchandise they want. ATG Commerce Search understands users' intent when submitting searches; offers multiple sorting options, such as by relevance, price, brand, and other catalog attributes; and integrates the shopping cart right into search results, so shoppers can buy directly from the results page. Filters automatically weed out items that are out of stock or already in the cart. Plus, ATG Commerce Search can dynamically present cross-sell and up-sell offers tailored for the shoppers' interests.

ATG Commerce Search is now tightly integrated with ATG Merchandising. Only ATG provides a single environment for merchants to control the entire site consistently across product pages, category pages, and search pages.

### Automate e-commerce and natural language search integration to speed customers' purchase decisions

When you have ATG Commerce Search integrated with the ATG Commerce application, your online shoppers have near real-time access to catalog updates, changes in service information, and other site content changes. Ultimately, this automated integration empowers you to create more relevant, compelling experiences for your customers, leading them to the shopping cart and successful checkout more quickly and intuitively – and leading your company to higher conversion rates, and the resulting increased revenue.

### Lower your total cost of ownership while continually improving online results

By eliminating the manual search updates that are typically a required part of catalog and content management and driving higher revenue with shorter create-to-publish cycles, this automatic integration also delivers a significantly lower total cost of ownership than other search solutions. Plus, ATG Search provides insight into how your customers prefer to approach their shopping search. You'll understand their most frequently asked questions and see which have gone unanswered. Armed with that knowledge, you can better identify areas for new content development and modify your catalog presentation to best suit your customers' shopping preferences, thus continually improving online commerce results. By combining the power of ATG Commerce with ATG's award-winning and industry-leading search technology, you will provide the online shopping experience that builds customer loyalty and achieves better results.

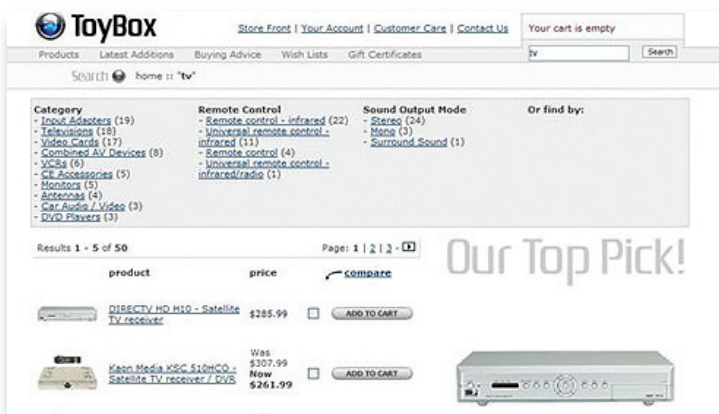


• ATG Commerce Search leverages the power of ATG's industry-leading and award-winning natural language (NL) search technology.

Now it's easy for shoppers to quickly and efficiently navigate your site, browse, find the merchandise they want, and discover new items they didn't even know they were looking for.



## Key product highlights



ATG Commerce Search integrates the search experience consistently into the rest of your site. It supports multiple facets, cross-sells and up-sells, breadcrumbing, relevance ranking, and more; and directly integrates with the shopping cart.

### Best-of-breed natural language search processing (NLP)

– built with the proven natural language technology that performs all seven levels of NLP analysis on both content and query, to always deliver the right answer.

### Offers dynamic search and navigation

– based on global, category-level, or product specific facets. Offers multiple sorting and browsing options, such as by price, brand, upcoming event, season, and other key attributes of your choice. Integrated with ATG Merchandising, managing the search experience is now consistent with the rest of the site.

### Delivers precise, more relevant, and more complete results

– advanced linguistics processing uncovers the underlying meaning of phrases and ranks according to context, to deliver a more relevant set of results. ATG Commerce Search globally searches across both structured and unstructured data to ensure that answers returned are absolutely complete (supports up to 225 different unstructured file formats, including PDF, MS Office, and others).



ATG's e-commerce suite gives marketers, merchandisers, and customer service agents everything they need to attract new online customers; increase conversion rates and average order size; and continually improve customer loyalty. Consumers gain an online shopping experience that quickly connects them with the products that are just right for them, at just the right time.

## about ATG

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software and delivers the on demand solutions that the world's most customer-conscious companies use to power their e-commerce Web sites, attract prospects, convert them to buyers and ensure their satisfaction so they become loyal, repeat, profitable customers. Our e-commerce suite is ranked the #1 current offering and #1 in strategy by the industry's most influential analyst firms, and powers more of the top 300 internet retailers than any other vendor. Our eStara brand provides customer interaction solutions to enhance conversions and customer support, and delivers the world's most widely used click-to-call service. ATG's solutions are used by over 900 major brands, including Amazon, American Eagle Outfitters, AOL, AT&T, Best Buy, B&Q Cabela's, Carrefour, Coca Cola, Continental Airlines, CVS, Dell, DirecTV, El Corte Ingles, Expedia, France Telecom, Harvard Business School Publishing, Hewlett-Packard, Hilton, HSBC, Intuit, J. Crew, Macy's, Meredith, Microsoft, Neiman Marcus, New York & Company, Nokia, OfficeMax, PayPal, Philips, Procter & Gamble, Sears, Sony, Symantec, Target, T-Mobile, Urban Outfitters, Verizon, Viacom, Vodafone and Walgreens.

### Re-purposes global content, from anywhere in your organization

– searches across multiple languages and document types throughout your enterprise. Questions submitted in one language can be answered by content written in another language or located somewhere outside of your Web site.

### Continually improves the search experience

– includes robust gap analysis and reporting metrics capabilities that provide up-to-the-minute insight into visitors' search patterns and questions submitted, to help you identify those most frequently asked and unanswered. Allows content providers to fill in the gaps and continually improve the online shopping experience.

### Delivers a seamless multi-channel experience across the customer lifecycle

– ATG Commerce Search is a core component of ATG's customer experience platform, and is configured to be instantly available to other ATG Customer Experience solution modules.

### Analyst views

"If you are committed to delivering a consistent cross-channel, cross-lifecycle customer experience, ATG has the strongest solution."  
—Patricia Seybold Group, 2006.

ATG is recognized as an e-commerce market leader by the two leading e-commerce industry analysts (2005, 2006, 2007).