

Hawksearch for Optimizely B2C Commerce

Power a personalized user experience for your Optimizely B2C site with the help of an advanced site search that goes beyond simple out-of-the-box functionality



"Even though we are a B2B company, we have been able to utilize the capabilities of the **HawkSearch Optimizely connector to deliver a curated, cohesive, and familiar shopping experience to our customer base.**"

Ahmed Marzouk, Director of Information Technology at Cleaner's Supply

Define a Customer Friendly Buying Experience For Your B2C Platform



Recommendations Strategies

- 17 Recommendation Strategies
- Auto-complete Recommendations
- Configurable and Personalized Strategies
- Recommendation Analytics



Advanced Capabilities

- Data Normalization
- Unit of Measure Conversion
- Pattern Matching
- SEO Traffic Builder
- Machine Learning



Dynamic Marketing

- Relevancy Tuning
- Drag & Drop Merchandising
- Campaign Scheduling
- Simple Rule Building
- Pre-Built Reports and Insights

HawkSearch Optimizely B2C Connector Benefits

1. Downloadable NuGet with Preloaded API Calls
2. HawkSearch B2C Connector connectors to the Optimizely CMS and commerce framework
3. Fully customize the behavior of the connector
4. Unlocks Hawksearch features
5. Schedules and automates catalog re-indexing
6. Powers personalization and HawkSearch's recommendation widgets