

FactFinder NG Standard Services Description

1. FFNG Basic

Within this module you will receive FactFinder's basic functionality, the error-tolerant search. This includes the search functionality (product and content search), it's settings as well as search optimization functionalities and access to the FactFinder Cockpit.

Additionally this module delivers the possibility to implement your business rules (Ranking) and test specific configurations against each other (A/B Testing).

2. FFNG GPT Synonyms

This enables to generate synonyms to search terms using a large language model. The service has a limited amount of synonym requests.

3. FFNG Analytics

This module provides access to the FactFinder Analytics feature. Provided that the FactFinder tracking is integrated FactFinder Analytics gives you the possibility to analyse relevant KPIs of your online store.

4. FFNG Analytics Extension

Extension of the data retention period of FFNG Analytics from 1 month to 400 days.

5. FFNG Vector Search

Extending search capabilities to retrieve products not only by keyword matching, but also by comparing vector embeddings. Vector search allows models to infer context and semantic understanding about a given query and return products that are close to and therefore relevant to the query. NG's first deployment of this to customers acts as a fall back when NG keyword search otherwise returns 0 hits.

6. FFNG Suggest

This module adds the functionality to provide suggestions (like products or search terms) when using the search bar in your online store.

7. FFNG After Search Navigation

This module delivers the feature to provide facets in your online store, what allows the end-users to narrow down the search results. For example, regarding a category or a brand. FactFinder provides a relevant set of facets for each search result and in addition gives you some options for a more detailed configuration of your facets.

8. FFNG Navigation

This module contains the functionality to not only provide search results but also create results on your category pages after using the shop navigation. Moreover, other FactFinder features can be used on category pages e.g., campaigns.

9. FFNG Campaign Manager

This module provides the possibility to use the three FactFinder campaign types: redirect campaigns (forwarding customers to a specific URL after using a specific trigger, like a search term), advisor campaigns (guided selling by asking question to the customer), and product campaigns (to highlight/recommend products or manipulate the original search result).

10. **FFNG AI Guided Selling**

AI Guided Selling is a co-pilot assistant, to support customers with building guided selling campaigns, using generative AI. At the click of a button, customers will be able to use Open AI to build a campaigns with question and answer trees, complete with product lists for each answer.

11. **FFNG Personalization**

This module provides the possibility to deliver an individual search result for a user. The module is referring to the interactions of the user (e.g., clicks or cart events) with the online shop and changes the sorting of the products accordingly.

12. **FFNG Recommendation Engine**

With this module you can create product recommendations for your customers. The module includes the recommendation engine (recommendations created by machine learning), similar articles to provide alternative products and manual recommendations.

13. **FFNG Atlas AI**

This module provides access to FactFinder's Atlas AI that increase relevance of search results based on previous traffic on the site (Wisdom of the crowd). If one has FFNG Personalisation module then Atlas AI also tailors search results based on previous interactions with products (in-session intent). If one has the FFNG Recommendations Engine then these get powered by Atlas AI's contextual understanding of the product catalogue.

14. **FFNG Geo Search**

This module refers to your customer's location. By considering the location it's possible to adjust the product list regarding aspects like local availability or local sales activities.

15. **FFNG Customer Specific Pricing**

This module allows you to provide customer specific information such as prices and article numbers.

16. **FFNG Predictive Basket**

This module is based on a separate algorithm that calculates daily purchase probabilities for products in order to provide recommendations with a high probability of sale.