

B2B

# GroupBy B2B e-Commerce Suite

## Helping B2B Retailers Improve CX and Drive Higher Conversions

GroupBy recognized that B2B experiences weren't getting the same love as B2C. That's why we tweaked and translated our data-driven personalization for B2B retailers.

With the [GroupBy B2B e-Commerce Suite](#), we bring you our B2C-proven expertise to solve the complexity of B2B e-Commerce and help you handle large, custom product catalogs and pricing lists for different user groups. **Use our powerful search capability, proprietary compression algorithm for indexing, and data enrichment solution to drive a seamless, omnichannel sales experience for your business.**



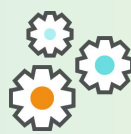
## What We Solve



Built to handle CX complexities of B2B



Custom catalog management with high-speed indexing



Headless, lightweight and API Based



Search analytics for higher relevancy & conversions



Product data enrichment for large B2B catalogs

# Why Choose GroupBy

## Fast track orders for your buyers and boost sales

- Enable your buyers to find products by entering SKUs or just simple product names
- GroupBy's "Semantish" layer facilitates a natural language processing of user queries and returns even conversational terms with the most relevant searches
- Features like part number search, dimensional part number search, wild card search and partial matching reduces the risk of null search results drastically
- Proprietary compression algorithm reduces indexing times 10x as compared to Endeca or Elasticsearch

## Powerful shopping experience customized for a wide range of buyers

- Create custom catalogs and price lists for different customer groups and optimize your promotions accordingly
- Augment product discovery with our B2C-tested search, data enrichment, navigation and product recommendations that help you cross-sell, increasing cart size
- Drive loyalty with smart personalization that in-turn facilitates an increase in average customer lifetime value
- Optimize your customer experience across devices (desktop, mobile, and tablets)

## Headless experience with headache-less integration across channels

- Empower customers to buy on the go with fast loading, mobile-optimized experiences
- Take your merchandising a notch higher with GroupBy's B2C-proven search tuning and content management capabilities to speak to your customers' behavior
- GroupBy B2B Commerce Suite integrates seamlessly with ERP, OMS, CRM via robust APIs

## Scalable data-enrichment for large catalogs

- GroupBy Enrich enables you to utilize strategic product classification and product typing at scale
- Employ a clean, targeted product bucket hierarchy to drive higher search relevancy for different customer groups

## Top 10 Benefits of GroupBy B2B Solutions

1. Custom catalogs
2. Custom pricing
3. Proprietary compression algorithm reduces indexing times by 10x
4. Search analytics
5. Part number & dimensional part number search, wild card search, partial match
6. Easy API integration
7. Product data enrichment
8. Search as you type
9. On-site personalization
10. White glove services

## ABOUT GROUPBY

GroupBy Inc. transforms the way retailers interact with their consumers online through data-driven commerce, media, and knowledge management software solutions. The company supports the online retail efforts of many of the world's leading online retailers by driving more targeted site traffic and increases in revenue through its platform Searchandiser. GroupBy's solutions provide industry-leading features for data enrichment, search, navigation, merchandising, search engine optimization (SEO) and search as you type (SAYT). Founded in 2014, GroupBy is headquartered in Toronto, Canada and has offices around the world. For more information, please visit [www.groupbyinc.com](http://www.groupbyinc.com).

