

Exalead CloudView™ for vertical search

With Exalead CloudView, deploy a powerhouse vertical search engine within days and watch your customer loyalty and site revenue grow.

What Is Vertical Search?

Unlike general search engines that index all the content available on the Web, a vertical engine indexes only a targeted set of content of interest to a particular audience. At its most basic level, vertical search appeals to web searchers who have grown impatient with sifting through long lists of irrelevant results on general search engines. At a more sophisticated level, it enables you as a B2C site owner to enrich your internal content with timely, relevant content culled from external sources, and to transform this extended content into a personalized, always-fresh, and visually rich user experience. The result? Your portal will become a true first-stop reference in your market.

Sharp Focus, Unlimited Reach and a Rich Presentation

The powerful Exalead engine can give your site infinite depth by synthesizing content from three sources: your own internal content, a vertical index of websites and resources hand-selected by your editorial team, and Exalead's ready-to-deploy image, Wikipedia™ and video verticals. Exalead's built-in HTML extractor tools, its advanced semantic processing capabilities and patented "Search by Serendipity"™ navigation system will automatically mine, organize and present this material in a highly engaging and intuitive fashion.

Next, use the platform's built-in connectors or open API system to craft a highly personalized, media-rich user experience that will make your site an addictive destination. These extended capabilities include advanced media technologies like audio and video transcript indexing, automatic image processing, and dynamic mapping and charting of people, places and topics.

For example, you could enable your audience to build personal celebrity scrapbooks including biographical data culled from your own content, a continually updated events calendar for birthdays, appearances and the like culled from the Internet, videos and images pulled from Exalead verticals, trend charts of media or blog coverage and much, much more. This type of rich, personalized real-time content presentation can extend to virtually any topic: sports, politics, hobbies, entertainment ...the possibilities are endless.

Features

Search

- Fuzzy search with spelling auto-correction, phonetic and approximate spelling search
- Advanced search options: boolean operators, regular expressions, modification date, etc.
- Innovative 2.0 options like advanced image and video search, audio transcript search, social search (like user ratings and tagging)

Navigation

- Navigation of results by dynamically-extracted categories, user ratings, related terms, file type and size, language, author and more
- At-a-glance scanning of results with content extracts, file type icons and thumbnail images
- Rich, application-independent content previews with search term highlighting

Architecture

- 100% brandable, customizable interface
- Unlimited scalability: number of sites indexed and search requests processed
- Complete control over ranking criteria and depth and freshness of crawl
- Support for 320+ file formats; more via an API
- High availability: 24x7, 365 days a year
- Full customization with CSS or Java API & XML
- Rapid deployment, easy administration

Available in On Demand hosted edition.

Benefits

- Better target your content delivery
- Siphon general search engine traffic
- Increase customer satisfaction and loyalty
- Increase direct and indirect revenue
- Protect and extend your brand



Secure Brand Awareness, Increase Loyalty

The white label Exalead CloudView™ Vertical Search solution ensures it is *your* brand customers associate with easy access to their favorite content. Your portal will become their special “channel” of choice on the Internet, much as cable TV cut into audiences for network TV, with Exalead’s assisted navigation system guiding them through the results, making recommendations, offering suggestions and encouraging exploration of related content.

Boost Advertising Revenues

When users can easily find what they are seeking, and more enjoyably explore related content, they will return to your site more often, stay longer, refer more friends, and run more queries. This equates to:

- Higher sponsored listings revenue due to more search queries.
- Higher impressions-based revenue due to more page views.
- Higher engagement or loyalty-based advertising rates due to longer visits and increased repeat visits.

In addition, you’ll attract more advertising clients and can even boost your advertising rates because vertical search provides access to a very finely targeted, highly-qualified market segment. Vertical search engine users by definition share common characteristics and interests, and studies have shown vertical search users are typically closer to making a purchase decision than the average user of broad-based engines.

Increase Direct Sales

You can also use Exalead CloudView Vertical Search to highlight your own products and services within the search results presentation. This capability, together with an overall increase in search volume, offers an opportunity for you to build sales for your own products and services at the same time that you augment your advertising revenues.

Control Your Site’s Monetization

Exalead offers you an independent solution for total control over the monetization of your results pages. Deliver ads via Exalead (a zero-cost revenue sharing plan), select a third party ad delivery partner, paying only for Exalead’s organic results, or retain 100% of your ad revenue by using your own monetization system. Take advantage too of the highly targeted presentation to sell premium banners and to generate content-driven revenues, such weighted ranking or content placement services.

Ramp Up Quickly

The Exalead CloudView vertical solution can typically be implemented in less than two weeks. Simply format the results to match your brand, or provide deeper customization using XML and the engine’s flexible open API. Then use the system’s simple index management tools to shape a resource of special relevance to your community. Creating a professional search service 100% adapted to the needs and interests of your community has never been simpler!



For more information, download our business whitepaper, **CloudView Platform Highlights**

About Exalead

- Founded in 2000 by Alta Vista pioneers
- More than 250 enterprise customers
- Clients include Sanger Institute, the World Bank, CSC, PricewaterhouseCoopers, Sanofi-Aventis R&D, GEFCO, AFP, PSA Peugeot Citroën, ViaMichelin, NewspaperArchive, U.S. Department of Defense and Yellow Pages Group

Contact Us

Exalead has offices in Paris, London, San Francisco, Frankfurt, Milan, Rome, Glasgow, Madrid, and Amsterdam. To contact us at the location closest to you, please visit: www.exalead.com/contact