



Product Guides

Our AI-based technology helps brands and retailers to **inform**, **guide** and **sell**

2024

- problem & solution
- product & platform
- benefits
- features
- pricing

Brands and retailers are **losing potential** because...



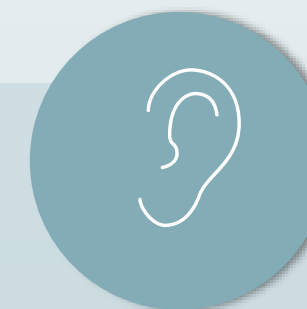
no product advice available

purchase decisions are complex
and users require guidance



complicated to navigate

large product assortments are difficult
to browse with standard methods
such as free text / faceted search



no conversation with the customer

businesses that don't engage with
their customers cannot personalize
and learn about their target group



Left-alone customers = low conversion & cart values + low brand exposure

excentos Digital Advice Suite

How we revolutionize Digital Sales and Product Marketing



Personal Advice. Online

No matter if B2B or B2C products, excentos provides the personal shopping assistance that users need

Customer-Centric

Putting the user's needs first, instead of overloading the user with product specs

Artificial Intelligence

As smart as the best human sales reps – but faster, auto-trained, and always up to date

Connect all Channels

Implements sales strategy online & mobile, instore, for sales rep support or chatbot

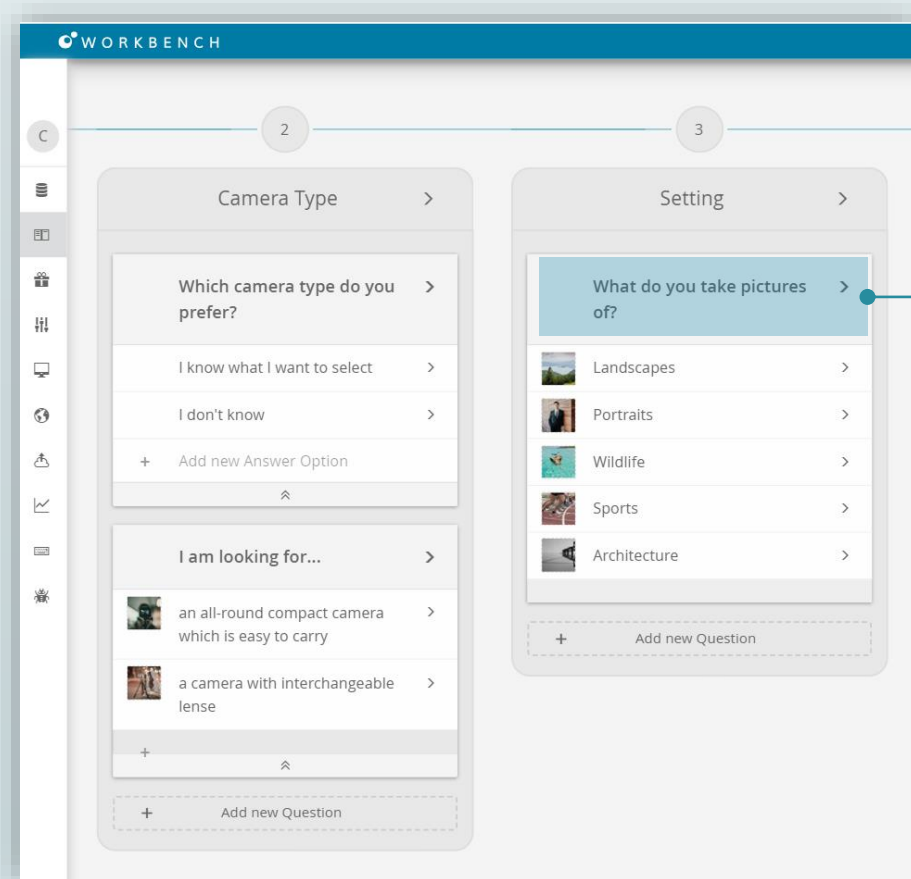
Get to know your Customers' Needs

Learn why customers buy – and what's missing

No-code Workbench to create great shopping experiences

1

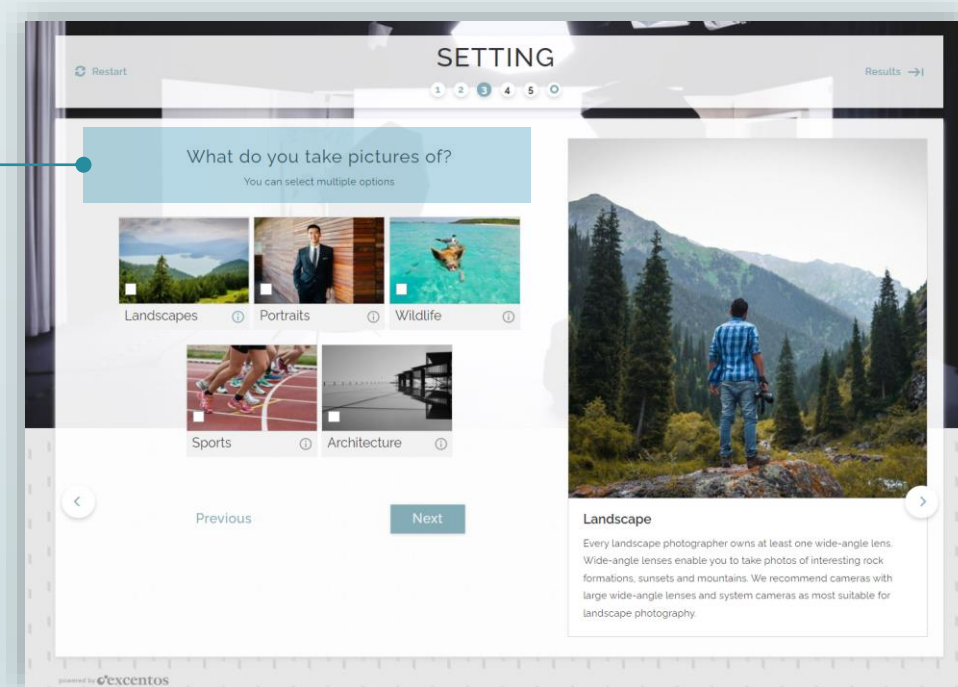
configure Product Guides in
excentos Workbench



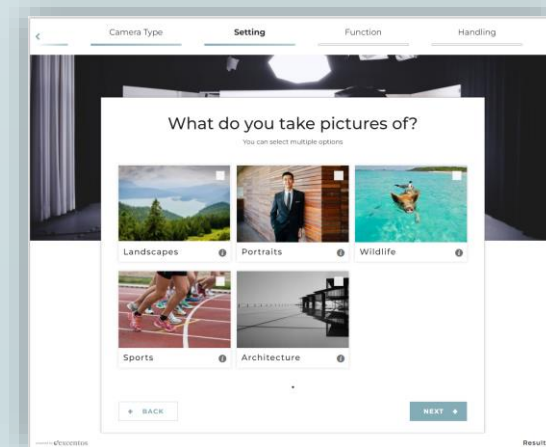
request [30 days free trial](#)

2

get immediate results



Great UEX with
different
free themes



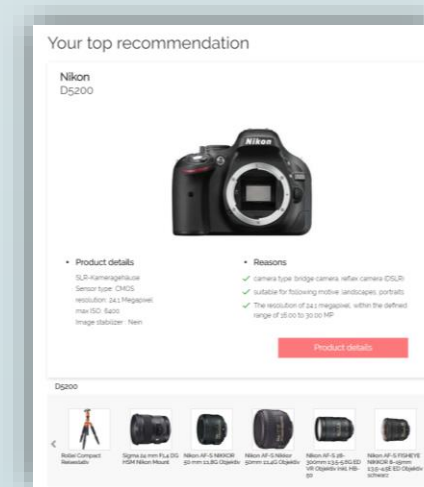
3

turn your website into a
selling machine



integrates with 1 line
script-code into every
shop / CMS system

see [live example](#)
(click on "Camera Guide")



Personalized product recommendations

How much do you know about photography?

- ☐ I am a beginner
- ☐ I am a hobby photographer
- ☐ I am a professional photographer

Would you like to use the expert mode?

- ☐ No, let's keep it simple.
- ☐ Yes, please!

What will you be shooting?

- ☐ Landscapes
- ☐ Portraits
- ☐ Wild life
- ☐ Sport

Sensor Size

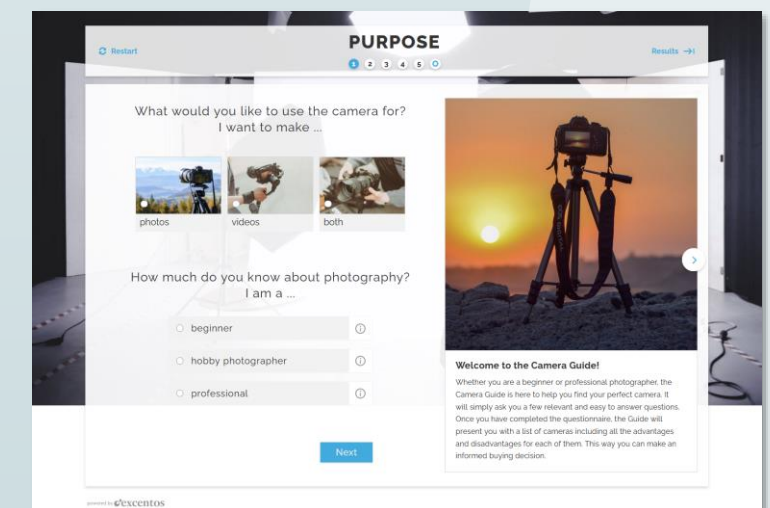
- ☐ Micro four-thirds
- ☐ APS-C
- ☐ 35mm format
- ☐ Medium format

Recommendations

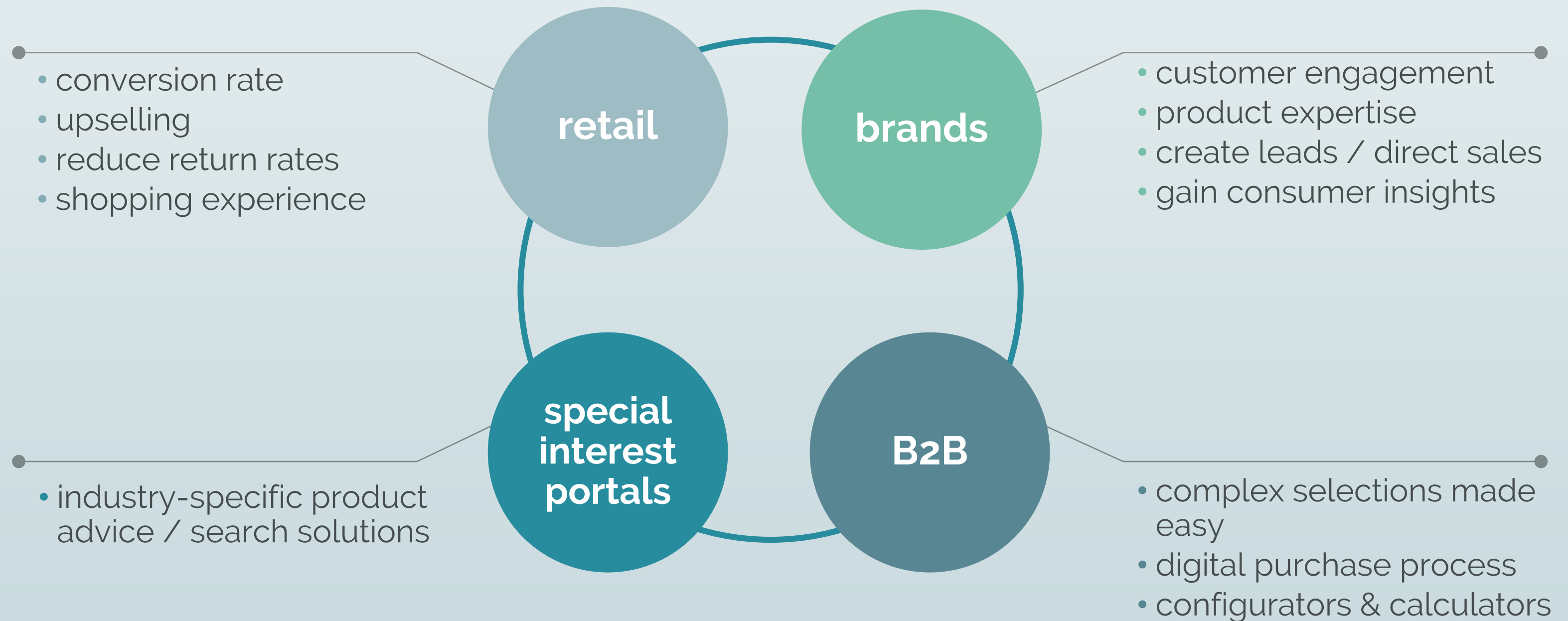


excentos digitizes the knowledge of your best sales reps

[See demo of Camera Guide](#)



Why our customers use Guided Selling



45%
higher conversion



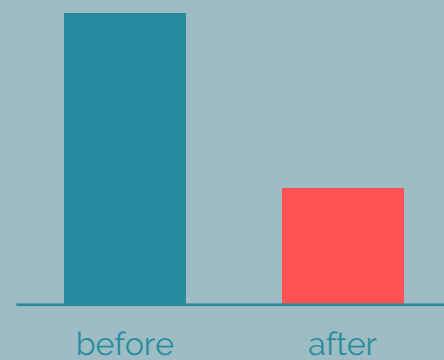
55%
higher cart values



+ 100%
brand exposure



up to 15%
reduced returns



Outcomes

success is measured in excentos Analytics
and optionally your Analytics solution

based on a segmentation Case Study, 6 months usage data

30 day free trial

Select the right edition for your sales strategy

Workbench license for unlimited users including the first Product Guide and Market

START

249 € / month

% 229 € / 199 € with 2 / 3 years term

best for ambitious online shops and websites

- all essential self-service features
- unlimited traffic

PROFESSIONAL

699 € / month

% 649 € / 599 € with 2 / 3 years term

ideal for shops and websites with high traffic

- 4 free themes + customization
- comprehensive analytics
- automatic rollout to 75+ countries
- many extensions

ENTERPRISE

from 950 € / month

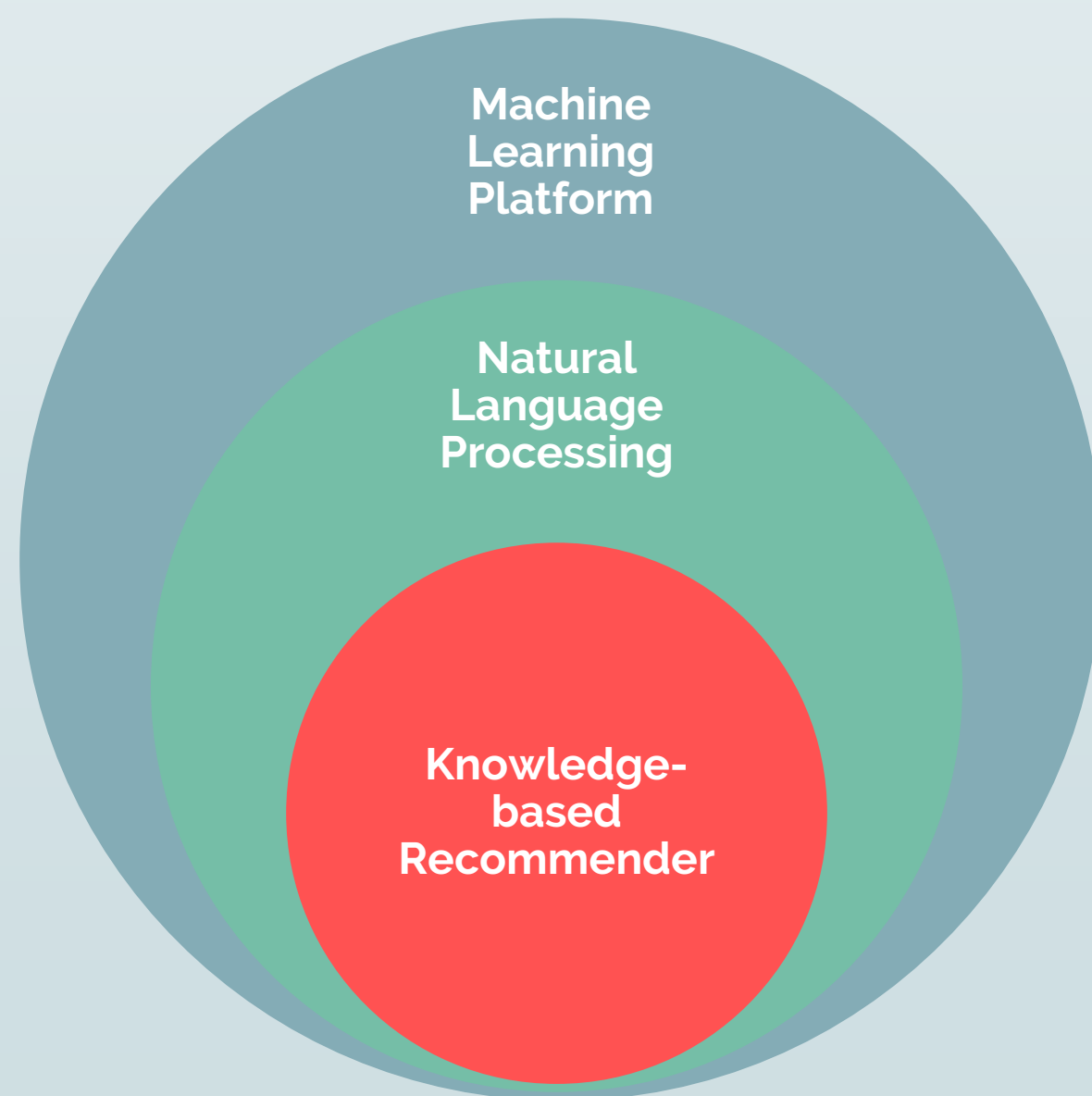
% 850 € / 800 € with 2 / 3 years term

individual solution for large-scale projects

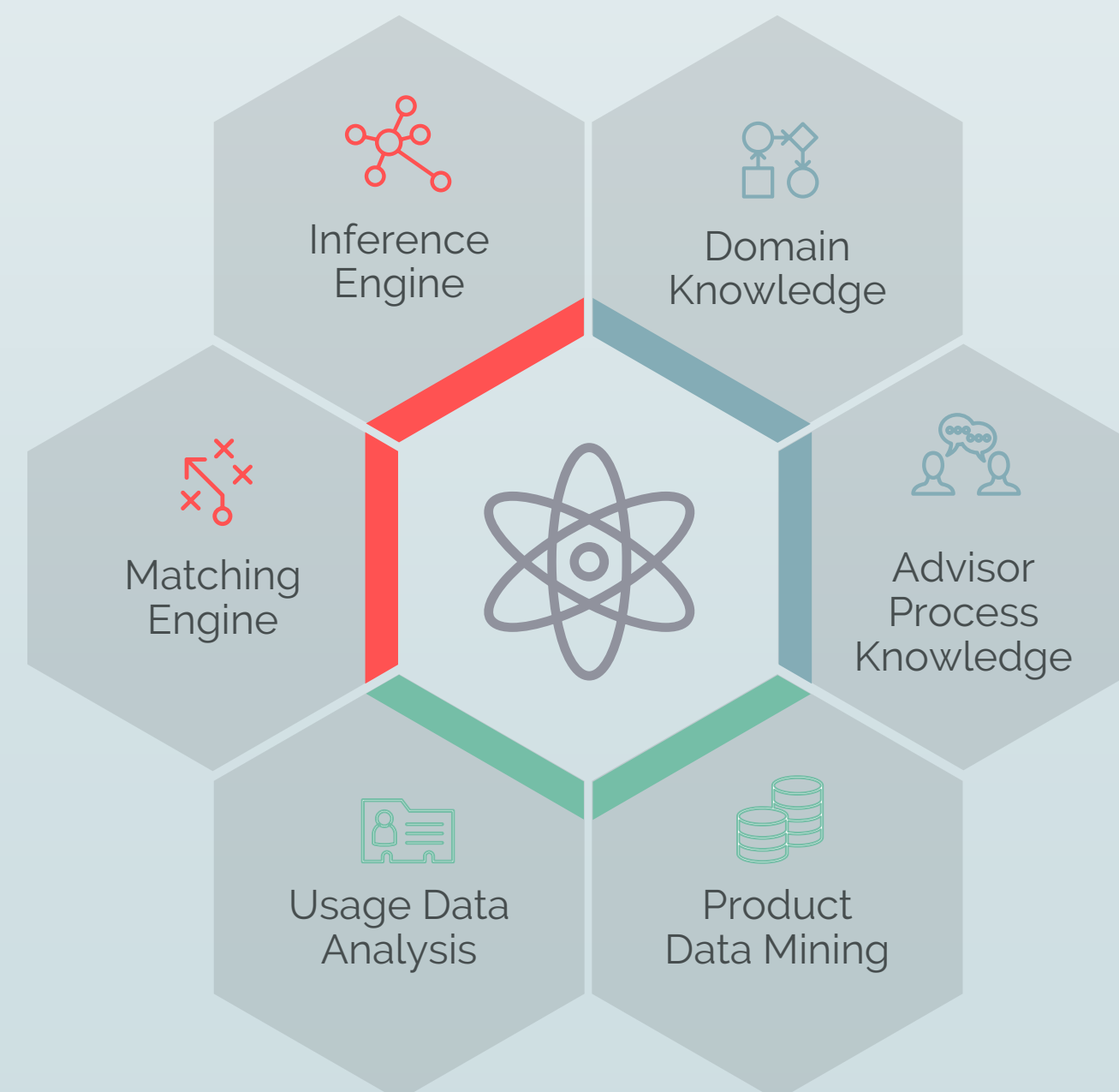
- individual design & UI
- AI-based optimization
- customizations (e.g. analytics, business rules, calculators)
- dedicated project manager

Smarter Selling driven by Artificial Intelligence

Our Artificial Intelligence layer



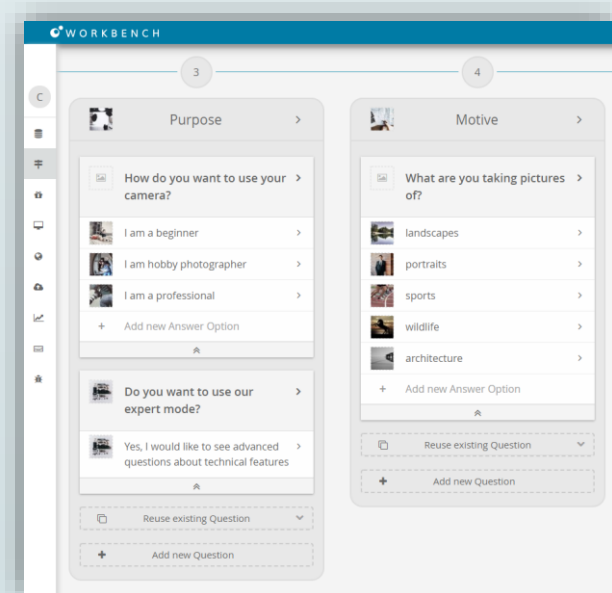
excentos tech components



Modular architecture + features + customizability = scalability

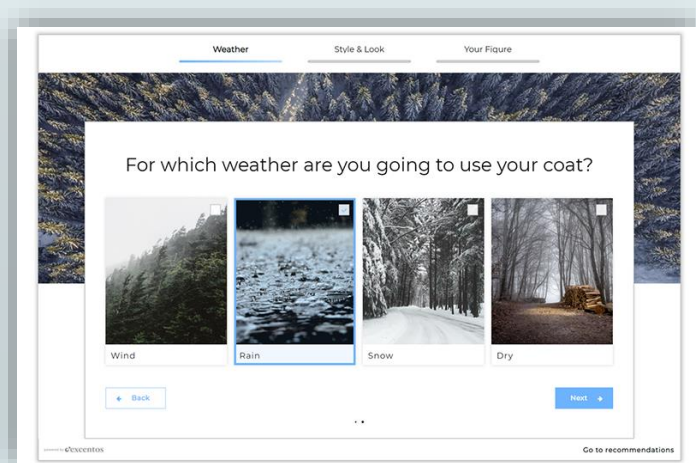
excentos core functionality

knowledge about products, buying needs, user trends and recommendation behavior



Workbench

click on images for more details



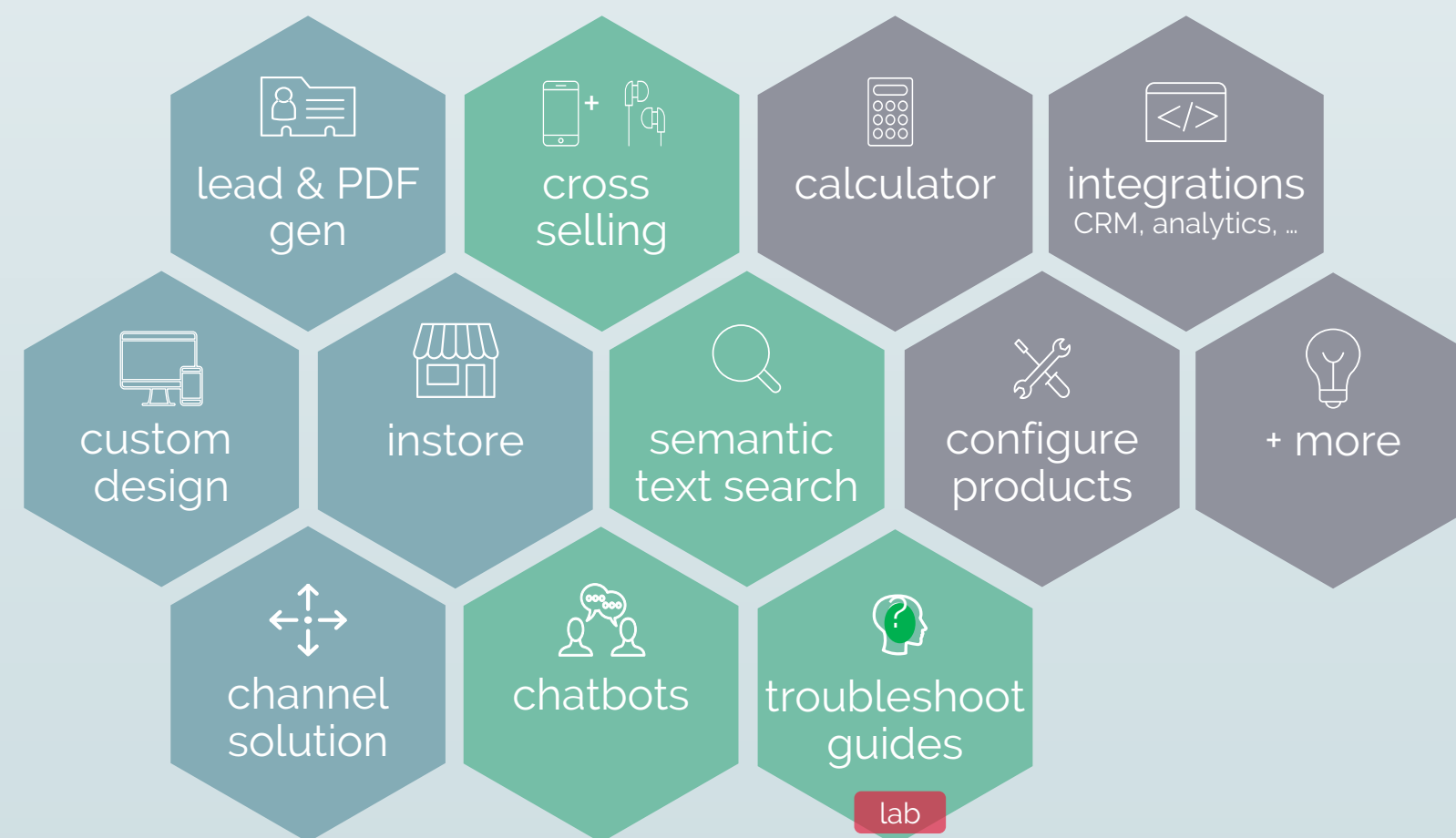
many free themes



Analytics

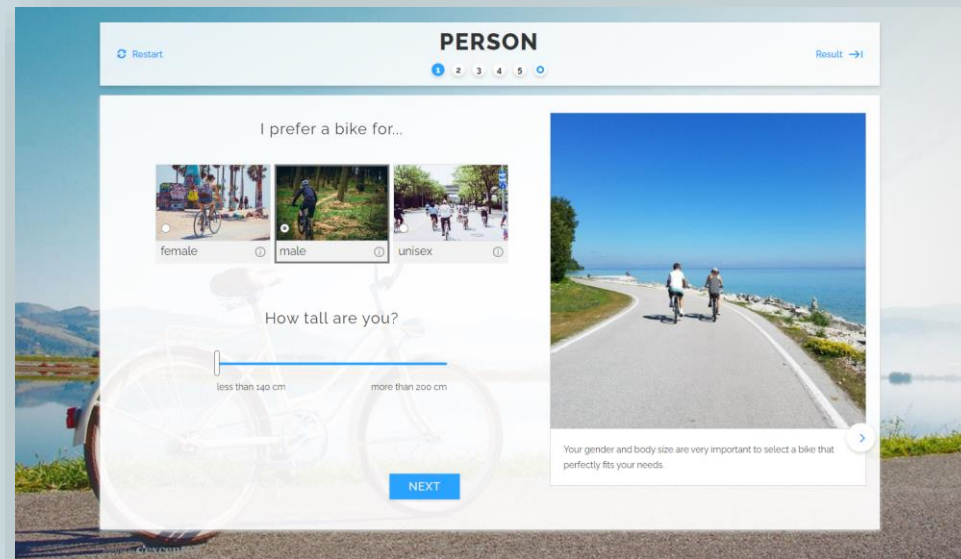
Features and add-ons

add functionality and integrate with your systems



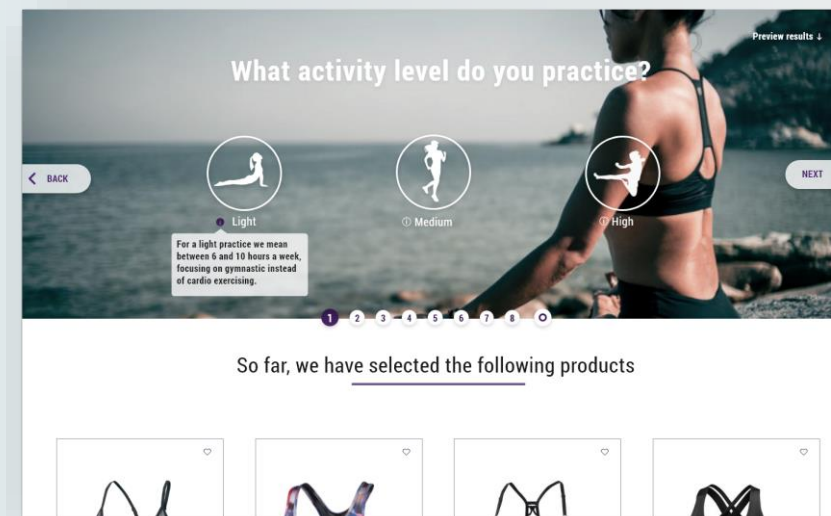
more info in [features](#) and [how it works](#)

Many free themes for great user experience



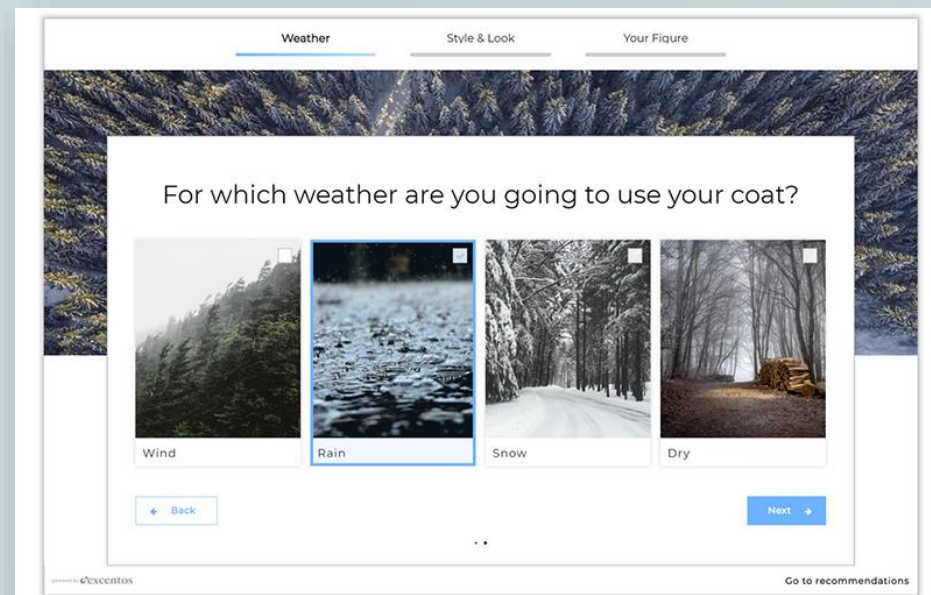
RIVER

ideal for complex purchase decisions, RIVER is extremely flexible and supports heaps of widgets



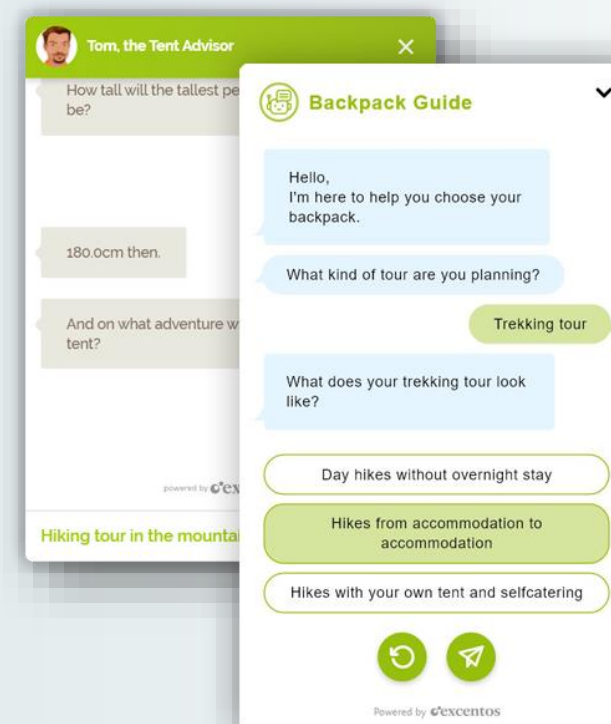
EARTH

quick product exploring with recommendation preview



SUNRISE

designed for fashion and lifestyle, SUNRISE makes your imagery shine



SPLASH

chatbot-style interaction for quick and snappy advice

all themes
are feature-packed with:

100% responsive

100% for free

many widgets

free styling

fully customizable

dynamic
question flow

comprehensive
browser support

add-ons: product
comparison, wish list,
image gallery, lead &
PDF generator, ...

... and many more

[more infos and live demos](#)

What our customers say

WM GROUP

“great tool

to showcase our large product assortment”

Online Marketing Manager, 2019

myToys

“3 times

more transactions with excentos”

Shop Manager, 2018

brother At your side.

“we **know so much more**
about our customers now “

Online Marketing Manager, 2021

TOSHIBA

“factor 5 more conversions
than with any other search tool“

eCom Manager, Toshiba

VAUDE

“7 min visit duration, that is
4 times more than before “

Head of Trade Marketing & eCom, 2019

SportScheck

**“reduced returns by
several 100k€**
within some months only “

SportScheck

Globetrotter



“we’ve got the **black belt in advising customers**
and we now
digitize our expertise with excentos“

Head of eCom, 2021

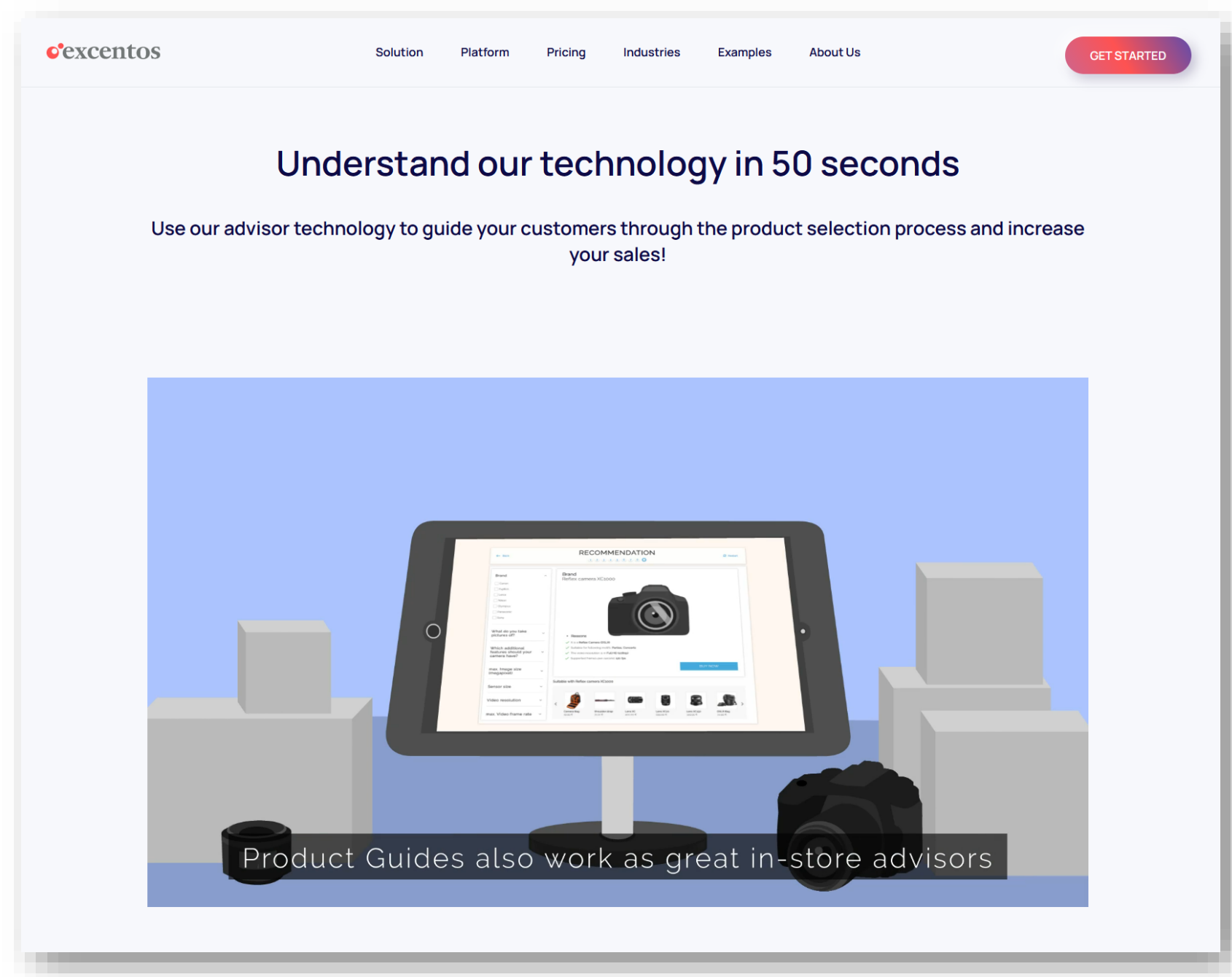
DECATHLON

“in an **intensive 6 months live comparison**
of the two major leading self-service platforms,
we clearly decided for excentos:
smarter AI, better platform + customer service + prices.“

Digital advice experience manager, 2022

Learn more in this video

Test the Workbench
with **30 day free trial**



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