

Celebros Salesperson gets Excellent Visual-acuity Test Results at ReadingGlasses.com

ReadingGlasses.com, a leading online retailer selling designer reading glasses, sees impressive improvements to conversion rate and a 20% increase in average order size after employing Celebros Salesperson.

Piscataway, NJ ([PRWEB](#)) April 6, 2009 -- Since going live with Celebros Salesperson, ReadingGlasses.com has seen significant bottom-line improvements in terms of the site's search and navigation results with average order size increasing over 20%.

Jason Kyle, E-Commerce Manager at ReadingGlasses.com said: "Our site search looks fantastic. It works. It makes sense. It's relevant. Most importantly, it's easy. We look forward to the future with eyes focused on growth partnered with Celebros."

According to Jason Kyle, after installing the Celebros Salesperson they noticed that 70% of all positive feedback is regarding the search and the results quality and functionality.

"We believe the critical factor for high conversion is finding and presenting only the relevant products, the ones which the user will actually buy," said Ofer Alt, Celebros' CEO.

"Processing the search query against the product catalog, our technology creates a clear and simple user experience, funneling the user directly to his search goals. We are delighted to see the positive user feedback and the bottom line results at ReadingGlasses which prove our approach to product search right," added Mr. Alt.

Celebros Salesperson is an intelligent search, navigation & merchandising tool for online stores. Salesperson is built to understand the true meaning of shoppers' queries, no matter how they are phrased. It also automatically improves its own search performance based on shoppers' queries and clicking patterns. Salesperson is customized to match the individual needs of any retail site.

About ReadingGlasses.com

Since opening the world's first Reading Glasses Boutique in 1987, Reading Glasses To Go has been recognized as the leading specialty retailer of designer reading glasses and accessories. With the January 2000 launch of ReadingGlasses.com, now the world's largest online reading glasses store, Reading Glasses To Go was privileged to offer a similar personalized experience for online customers. Utilizing a state of the art product search, it takes just seconds to browse hundreds of products. You can narrow down your selections on the fly, by gender, frame/lens type, frame material, favorite designer, color, size, magnification power, and price range. Our company pledges to consistently provide excellence in quality, selection, value and service.

About Celebros

Celebros is a global leader in site-search, navigation, and additional revenue-optimization solutions for online retailers through its creation of an intelligent concept-based search, revolutionizing the e-commerce shopping experience. Celebros focuses on improving the financial indicators of online stores, deriving unquestionable

business value in the form of increased Conversion Rate and Revenues.

<http://www.celebros.com>

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