

## Celebros Cross-Sell Made Easy at Efácil through the Power of Suggestion

**Efácil.com.br**, an important electronic online retailer in Brazil, **experiences over 5% increase of total revenues** after signing on with Celebros Cross-Sell

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Piscataway, NJ May 26, 2009 **Efácil** ([www.efacil.com.br](http://www.efacil.com.br)) a long time client of the Celebros Site-search platform, has seen an additional 5% increase in total .revenues and impressive growth in the average order size after incorporating Celebros Cross-Sell in Dec. 2008

The Cross-Sell product recommendations greatly enabled us to serve our shoppers“ better. Cross-Sell mines our product catalog and suggests additional products to the shopper. Pick-up is high, resulting in our additional sales and increased average order size,” commented Juarez Alves de Carvalho, Managing .Director of Efácil.com.br

With an inventory of over 10,000 products to offer its customers, this ever growing Brazilian electronic

mogul has learned the importance of reliable and efficient search engine technology. As often is the case with electronic purchases, Efácil carries a myriad of accessory products and related products that customers are also interested in buying but have trouble finding or remembering to buy. With the use of Cross-Sell, Efácil customers are well taken care of when earphones appear as a recommended product to purchase with one's stereo, speakers for one's television, or pots for one's stove. These suggested items have proven to benefit both customers, who conveniently find what they need, and the e-tailer itself which ultimately increases its revenue sales .simply through the power of suggestion

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”!Cross-Sell can sell**

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Our Cross-Sell product is really unique in automating the whole recommendation process making it possible to“ make additional recommendations next to each and every product the shopper is interested in – an impossible task when making matches manually. Efácil numbers are an excellent example of how Cross –Sell CAN sell!” said Ofer .Alt, Celebros' CEO

The Celebros Cross-sell product dynamically generates recommendations based upon a combination of detailed metrics including product category, clickstream, purchases, and shopping .cart information

Other Celebros solutions include [Salesperson Site Search](#), [Traffic Builder](#), [Gift Finder](#), [AutoComplete](#) and [Word-of-Mouth Builder](#). If you would like to have your online store analyzed by .Celebros experts free of charge, and start improving your bottom-line, please contact us through our [Search Evaluation](#) page on our website

About Efacil.com (<http://efacil.com.br>)

As part of the Martins Group, a company that has 55 years of experience in the market and is now the biggest wholesaler in Brazil, eFácil was born out of a strong and solid foundation with an established history. By being part of this giant with the capacity for more than 2 million delivery orders per year and their own 1,160 fleet of vehicles, eFácil is positioned as a very .important and reliable sales channel, with a large variety of products and a safe and guaranteed delivery service

About Celebros (<http://celebros.com>)

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