



**X**SEARCH DidYouMean helps users to find exactly the information they need. It's an everyday experience to find nothing: You enter a keyword and fail to receive a result. That's because you might have made typing errors. Or misspelled the name of a person or product. Maybe you do not remember the correct spelling of a company name. XSEARCH DidYouMean makes suggestions exactly matching your content.

#### TURN SEARCHERS INTO CLIENTS

No matter whether you offer paid content, run a Portal, Intranet or Shop: For many visitors, search is the first gateway into your offerings. This stage is critical: Does your search manage the conversion click? Does your search succeed in turning visitors into customers? Surely not, if they only get »No results found«.

#### THE PROBLEM OF SEARCH ENGINES: NAMES AND PRODUCTS

You are looking for information about Valéry Giscard D'Estaing, want to know where to find Phnom Penh or need a photo of Yudhoyono. Or you plan a travel to Reykjavik or are looking for a CD of Whitney Houston. Almost impossible to have everything always ready.

#### THE PROBLEM OF SEARCH ENGINES: TYPING ERRORS

But even typing errors, umlaut or missing letters often lead to a no results page.

#### OUR SOLUTION

XSEARCH DidYouMean offers suggestions to the visitor exactly matching your content. It combines intelligent algorithms with linguistic resources into one unique technology. It maps language phonologically and generates

the matching sound patterns for every word. Instead of only using mathematical approximations, terms of similar pronunciation are returned. As a result, suggestions are concise and accurate.

#### CUSTOM-MADE TO MATCH YOUR CONTENT

Your content is analyzed mathematically and phonologically. Hence your users will only receive accurate suggestions.

#### MULTILINGUAL

XSEARCH DidYouMean supports most European languages and considers their specific phonetic rules.

#### MAXIMUM PERFORMANCE

By integrating state-of-the-art algorithms XSEARCH Suggest responds even for millions of entries within just milliseconds.

#### TUNING

By fine tuning, even better results can be achieved, as parameters can be optimized to your content. For instance DidYouMean supports synonyms, weighting and categories.

#### EASY INTEGRATION

XSEARCH DidYouMean can be used »on top« almost any search engine or database - without any need of changing its architecture.. Keywords can be transmitted to XSEARCH DidYouMean directly via HTTP connection. Suggestions can be easily integrated using AJAX. XSEARCH DidYouMean is available for Windows and Linux.

