

PureClarity Listed as a Representative Vendor in Gartner's Market Guide for Digital Commerce Search.

YORK, UNITED KINGDOM, March 22, 2017 /EINPresswire.com/ -- [PureClarity](https://www.pureclarity.com/), a leading provider of SaaS Personalized [Site Search](https://www.pureclarity.com/products/personalised-site-search/), today announced that it has been identified as a representative vendor in the recent Gartner "Market Guide for Digital Commerce Search" report for its Personalized Site Search product.

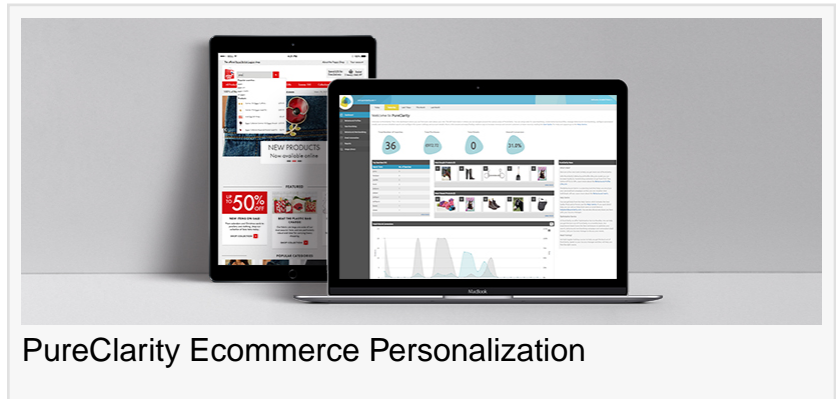
Vendors selected "sell a specific product related to commerce search, with the aim of providing leading-edge solutions, unique innovations and good value, usually with low-impact integration requirements".

According to Gartner, "Having innovative on-site search and product/service navigation offers a competitive advantage and best-of-breed search products are developing more rapidly than, and are often superior to, out-of-the-box digital commerce platform search capabilities." Gartner continues, "While digital commerce platforms come with a presentation tier or layer (the storefront/catalog) that includes the ability to search and browse the product set, many do not have comprehensive capabilities to provide a best-of-breed customer search and browse experience. Advanced technology in commerce search can help with this gap". Gartner "Market Guide for Digital Commerce Search" by Mike Lowndes, 12th January 2017.

PureClarity was named for its advanced search capabilities in REST API, Multilingual, Relevance Tuning, Recommendations, Personalization and Merchandising (Campaign Management). Gartner "Market Guide for Digital Commerce Search" by Mike Lowndes, 12th January 2017.

PureClarity integrates with all ecommerce platforms and serves a large range of clients across the B2C and B2B industries including The Royal British Legion, Internet Gardener, ZyroFisher, Safco and Style Our Home.

PureClarity Chief Executive, Dr. Paul Gibson states, "PureClarity has been developed over a number of years following a large amount of research. PureClarity is unique in the market in that it offers a full suite of products, Site Search (<https://www.pureclarity.com/products/personalised-site-search/>), Merchandising (<https://www.pureclarity.com/products/personalised-merchandising/>) and Email Marketing all driven by its AI and Personalization Engine. We believe being named as a Representative Vendor in Gartner's Market Guide for Digital Commerce Search validates why a large range of ecommerce retailers trust in PureClarity to deliver ongoing true value in the form of increased online sales, average order values and conversion rates."



PureClarity Ecommerce Personalization

The Gartner Market Guide for Digital Commerce Search is available to Gartner Subscribers.

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