

product overview



Fluid Experience™

Interactive Shopping

Fluid Experience delivers satisfying online experiences by enabling:

- Flexible, interactive product display with zoom, rotation, and easy color changes to keep customers engaged with your product.
- Quick-to-implement product configuration and text personalization that lets customers create their own designs with real-time point-and-click controls.
- Dynamic product merchandising that features an assortment of products - whether most recently viewed, best sellers, or items selected by intelligence-driven rules - using virtually any media type, including interactive displays, static images or videos.
- The result: Double - or even triple-digit increases in conversion rates. Fluid customers have increased conversions by over 100% within weeks of deployment and increased average time on site and sales by as much as 200%. Fluid Experience fits seamlessly into your site and integrates with your back office systems; is completely customizable; can be tested and implemented in a matter of hours or days; and requires no training or IT involvement to manage.

COLOR CHANGE



Click to zoom and drag to pan



Gravel Brown

Questions about Fluid Experience™?

Call Guidance today at (310) 754-4000 or visit our website at www.guidance.com.

