



# Abebooks accesses world library

**Abebooks, the world's largest online marketplace for books, has selected Endeca InFront to power search and navigation across all of its international sites. Offering an unmatched collection of over 50 million new, used, rare and out-of-print titles, Abebooks gives readers, collectors, students and treasure hunters access to more than 12,000 independent booksellers, worldwide. The new search and Guided Navigation solution was implemented in early 2004 and is now live.**

As the major book selling chains continue to improve and expand their online presence, Canada-based, Abebooks helps independent booksellers improve their competitive position by listing their books online, and by providing management tools that help booksellers benefit from a low-cost, online sales channel. For book buyers, Abebooks offers unprecedented quality, breadth and depth of titles.

Abebooks selected Endeca InFront, the market-leading commerce and e-catalogue search, navigation and merchandising platform, to overcome a fundamental e-commerce challenge - how to provide its global customers with quick access to an extremely large and diverse database of books, without overwhelming the user with uselessly long results lists? By deploying Endeca's integrated search and browsing approach, Guided Navigation, search results are presented in context, with dynamically generated navigational links that can be used to hone results and explore related areas of

interest. Users can narrow results using relevant search criteria such as bookseller location, edition, signed copies, paperback, hard back and more.

In addition, specific results are linked to current book availability using information culled from each of Abebooks more than 12,000 booksellers. Taking advantage of rapid index updates and Abebooks own inventory system, book buyers receive the most relevant information possible when searching for books.

"Abebooks exists to connect book buyers and booksellers online. Next-generation search is enhancing the customer search experience while improving browser-to-buyer

conversion rates and boosting book sales for our sellers," said Hannes Blum, president and CEO of Abebooks. "Endeca is helping Abebooks improve its overall search service and increase its value proposition by meeting the needs of buyers and sellers."

## CONTACT

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http://www.abebooks.com

The screenshot shows the Abebooks.com website. At the top, there's a navigation bar with links for 'Advanced Search', 'Browse', 'Bookstores', 'Community', and 'Sell Books'. Below this, a banner reads '12,500 booksellers selling 60 million new, used, rare & out-of-print books.' The main content area features a search box with fields for 'Author', 'Title', and 'Keyword', and a 'Find Book' button. There are also links for 'Register Now!', 'Buy Books!', 'Browse Books!', 'Sell Books!', and 'Glossary!'. On the left, there are category links like 'Textbooks', 'Collectible Books & Ephemera', 'History Books', and 'Children's Books'. On the right, there are promotional banners for 'By Popular Demand: Easton Press' and 'Bestsellers From the 20th Century'.