
Kelkoo integrates Sight'Up artificial intelligence in its search system

Grenoble, France, June 22, 2005 – Kelkoo, Europe's largest shopping search engine and a wholly owned subsidiary of Yahoo! Inc., has chosen technology from the French editor [Sight'Up](#) after extensive benchmarking and analysis of text mining products from an international selection of companies. Using [Taggis](#)[®] artificial intelligence from Sight'Up, Kelkoo will benefit from a product characteristic extraction system that is unique in Europe. Kelkoo handles over 100 million products in 9 languages in 10 countries every day.

As the leading shopping search engine in Europe, Kelkoo faces a similar challenge as all other search engines: how to achieve 100% precise results with a search system that is simple to implement and maintain. The challenge is all the more complex in the ecommerce sector where databases containing product information are not necessarily organised in a structured manner (unlike information on patents, for example, where the data is normally highly structured).

Jean-Marc Potdevin, Kelkoo V.P. Engineering Europe explains, “ *Precision and relevancy are of paramount importance to Kelkoo. We have successfully maintained our market leadership through continued investment in our technology .After testing several solutions, we chose Sight'Up technology because it meets our needs perfectly. Unlike other technologies, Taggis uses self-learning and does not rely on management rules or dictionaries. Sight'Up tools will helps us match the 100s of millions of products we provide prices and product details for cover with precision and keep our results up-to date as soon as new products become available.*”

Taggis is a unique patented technology¹, that offers Kelkoo the following advantages:

▶ **Simple operation based on a unique self-learning system**

No more need to create management rules or dictionaries in order to handle searches within product categories. This makes maintenance extremely simple: when a new product category comes along, the learning mechanism only needs a few samples to be updated. This allows Kelkoo to adjust product categories easily (for example adding bathing suits as summer gets closer), and above all to enhance its coverage of new categories, such as new lines of clothing and accessories.

▶ **Language independence**

Given the international coverage of the Kelkoo group, with presence in 10 countries using 9 different languages, a language independent solution is critical. Based on a self-learning system, Sight'Up technology can be used with any language and any alphabet. Taggis was tested successfully with some of the main Asian languages recently, including Chinese, Japanese, and Vietnamese.

▶ **Maintenance autonomy for product category managers**

The new system lets product category managers update and maintain the search system themselves, instead of having to get help from technical teams to create rules and dictionaries. This gives them better and faster control over their offers.

Above all, no computer knowledge is required to use Taggis. In designing its system, Sight'Up made sure that people do not need expertise in computers to handle it easily. All users need is some basic knowledge about the product families they have to manage, and some common sense.

¹ Taggis is a characteristic extraction engine based on establishing a genetic behaviour for documents. Texts are first transformed into a chromosome chain and then processed by a set of specific algorithms.

► Search results with precision higher than 95%

Consider this product example: *"a red silk dress with a black belt"*

Traditional search engines will take the above text and display results on "black dress", whereas Taggis only provides results that actually correspond to the on-line shopper's request for a special type of red dress.

The goal is for machines to be able to reproduce the behaviour of in-store salespeople when they try to find goods that are as close as possible to a customer's request. With Taggis, artificial intelligence is really at work.

► 1 to 2 million documents per hour, while other technologies reach their limit at a few tens of thousands.

Franck Bigalet, Sight'Up Founder and CEO adds, *"For years, search engines in e-commerce have been dominated by two main schools: linguistic approaches that use dictionaries, and statistical approaches. Despite the undeniable contributions of these technologies, they have now reached their limits in addressing increasingly complex search issues. That is why we pushed to achieve a technology breakthrough, designing a product characteristic extraction engine and other products based on a self-learning system. Particularly well suited for e-commerce, Taggis meets Kelkoo's requirements and opens the door to a new era of on-line price comparison, a sector in which the concentration of leaders is growing stronger."*

Kelkoo Project Director Gilles Vandelle concludes, *"Throughout this project, Sight'Up teams impressed us with their ability to innovate and get involved with our efforts. We have created a true partnership with Sight'Up. The positive experience of working with Sight 'Up's Taggis product has given us the confidence to begin using their automatic glossary construction engine: [Dis](#) as well"*

About Kelkoo ▪ www.kelkoo.com

Kelkoo.com was founded in 2000, following mergers with Zoomit.com, Dondecomprar.com and Shopgenie.com. Within 2 years of launching, Kelkoo became Europe's largest ecommerce website after Amazon and Ebay and the largest shopping search and comparison site both in the UK and Europe.

In April 2004 Kelkoo was acquired by leading global Internet company Yahoo! (Nasdaq:YHOO). Kelkoo is now a wholly owned subsidiary of Yahoo! Inc.

Kelkoo now operates in 10 European countries and reaches over 11 million users across Europe (Nielsen NetRatings)

Kelkoo operates the shopping channel of MSN across Europe, the Ask Jeeves Product Search in the UK and Yahoo! Shopping in all Yahoo!'s European markets. Kelkoo also provides a travel search and comparison service for Yahoo! Travel in UK, France, Germany, Italy and Spain and for AOL Travel in the UK.

Amongst Kelkoo's more than 10,000 pan-European advertising clients are leading online names like eBay, Pixmania, Play.com, ebookers, lastminute, Yoox, Opodo and Lastminute, as well as big high street and mail order brand names such as El Corte Ingles, Ark Bok Handel, Quelle, Neckermann, Promod, La Redoute, Dixons, John Lewis, Marks & Spencer, WHSmith and Tesco. Kelkoo helps shoppers to compare prices on millions of product offers and save on major brand names like Calvin Klein, Gucci, HP, Dell, Fuji, Black & Decker, Bosch, Smeg, GHD, Nokia, Audi.

About Sight'Up ▪ www.sightup.com

Created in 2000, Sight'Up designs and develops artificial intelligence solutions and incoming mail handling systems (MailRelation). The Sight'Up R&D team has developed [technologies](#) that have not only been patented, but are also recognized by ANVAR (French Agency for Innovation) for their innovative qualities in handling electronic information for e-commerce intelligently.

With its product line and related services, Sight'Up intends to become one of the world leading providers of artificial intelligence platforms for e-commerce applications. Sight'Up is a privately held company that re-invests 37% of its revenue in R&D to achieve its long-term goals. At the same time, the company has made a conscious decision to emphasise the human aspects of its business, with offices in the countryside outside Lyon, France. The success of Sight'Up technologies on an international level is proof that it is possible to combine high technology with an inspiring work environment. Beyond that, avoiding the stress of big cities continues to be a major advantage for the company's operations and creative abilities.

Sight'Up customers today include companies such as Kelkoo/Yahoo!, Bred, Banque Populaire, RTL, Fun Radio, APCE, CanalJ, Distritoys, and EDF.

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