Tweakwise
by optimizers

Tweakwise and Doofinder are solutions for important aspects of a webshop. There are some main differences between the two, though. While Doofinder offers a solution for search and recommendations, Tweakwise also works on product lister pages and has personalization features.

	Tweakwise by optimizers	DOOFINDER®
Search	Various types of algorithms	One method for searching, no algorithm. You assign a weight to properties it should search through.
	Autocorrection based on key distance	Boosting rules: boost certain products for specific search terms (rule-based or product-based)
	Synonyms (Two-way and one-way)	Exclude products from search (for specific search terms or all search queries)
	Redirects based on search term and attribute	Synonyms (Two-way and one-way)
	Banners	Redirects based on search term
Suggestions	Search term suggestions (based on wisdom of the crowd)	Search phrase suggestions
	Category suggestions (based on the' category name and not the underlying products)	Category suggestions (based on underlying products)
	Attribute suggestions	Product suggestions
	Product suggestions	
Filtering	Extensive filtering possibilities (settings like automatic sorting of values, etc.)	Basic settings, no difference between various filters
	Smart filters	
Sorting	Extensive sorting possibilities, various types of formulas and Google Analytics connectivity to highlight popular products > make a cocktail of various parameters	Sorting based on ascending or descending of a specific property, or multiple
	Visual Merchandising	
	Personal Merchandising	
Data	Tweakwise has derived properties, which let you manipulate your available data	

Personalized site search, merchandising and recommendations software for every platform