

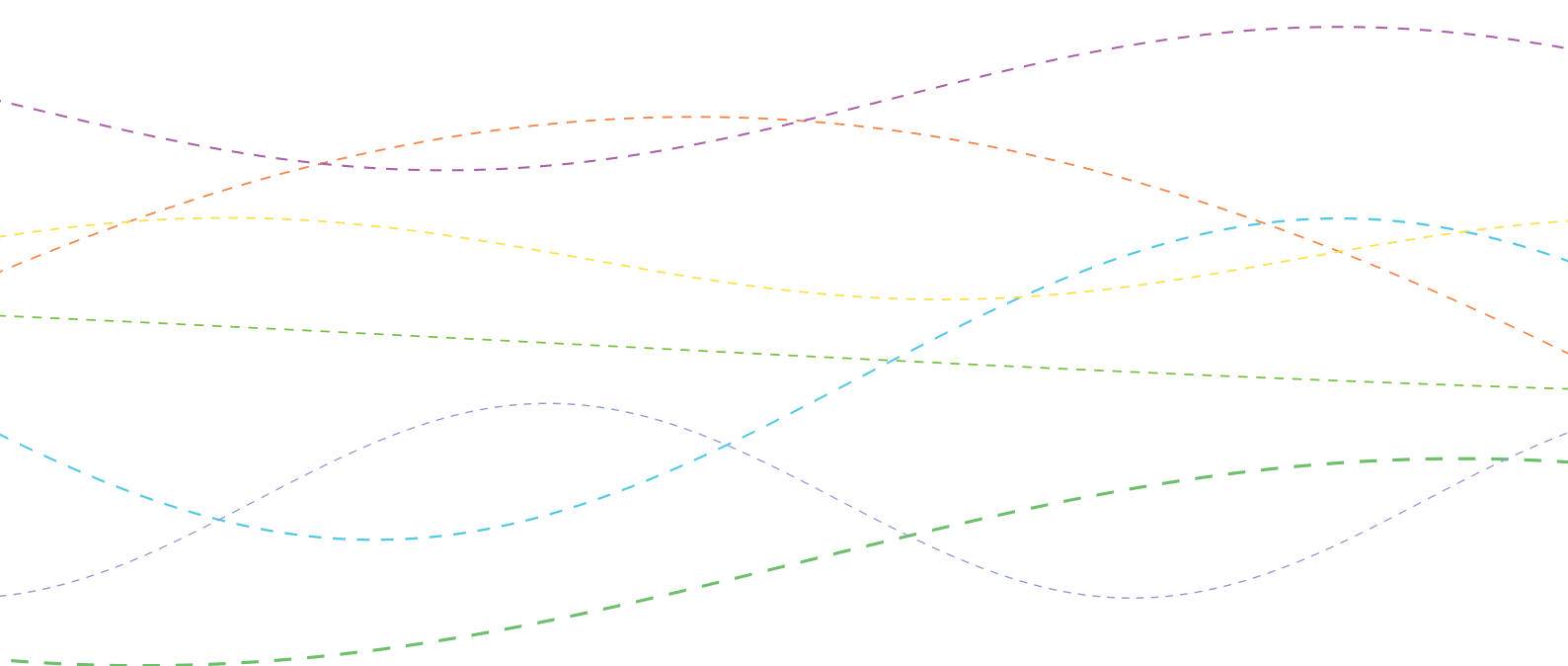
**srchy**

**Bigger baskets.**

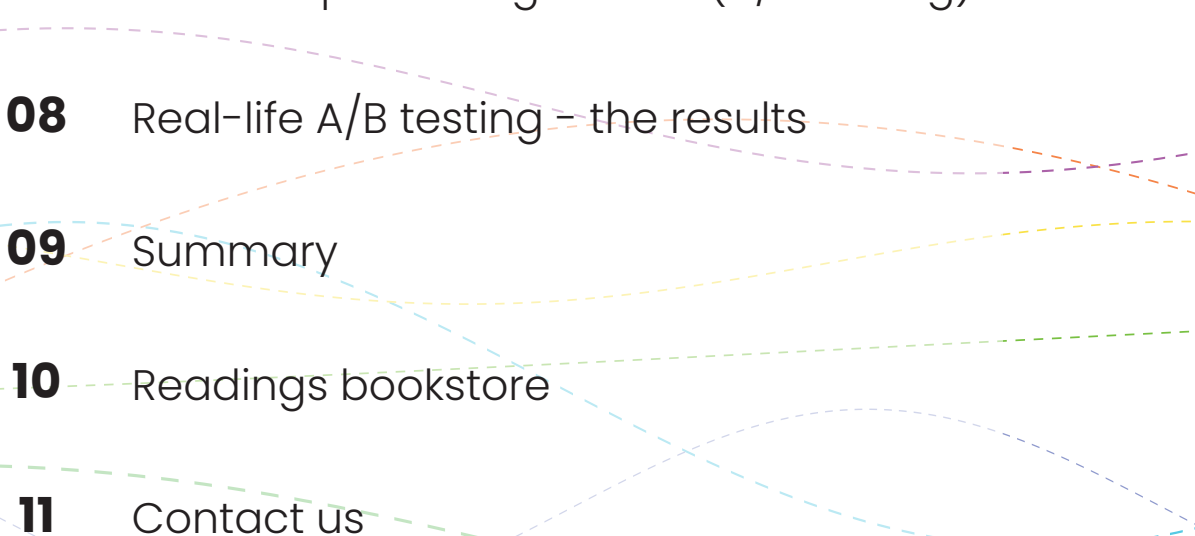
**More checkouts.**

**More often.**

Elevating customer engagement through better product search results on your website can give your business a leading edge in eCommerce.



# Contents

- 01** Introduction
  - 02** What's the difference between SEO and catalog search?
  - 03** It all begins with data
  - 04** Customer expectations rule
  - 05** So, what's trending in eCommerce management?
  - 06** What is machine learning and how does it work?
  - 07** What is split testing search (A/B testing)?
  - 08** Real-life A/B testing - the results
  - 09** Summary
  - 10** Readings bookstore
  - 11** Contact us
- 

# Introduction

If you're running an online eCommerce catalog with more than 500 products, you may believe that the first priority to grow your business is to drive more traffic to your site. And you're right – but you're also wrong!

When consumers interact with brands, they expect to have a streamlined experience, and if it doesn't meet their expectations, you've lost them.

This puts a heavy burden on businesses to deliver, forcing them to quickly gain a deep understanding of what their customers want. To not only know every step of the customer journey to purchase, but also to predict trends and anomalies along the way.

It goes without saying that mature businesses invest to improve click through, but what if you could invest only a fraction of that budget and achieve up to 25% higher cart conversion?

Then read on...

# What's the difference between SEO and catalog searches?

SEO and catalog searches are very different. They both serve an important role in the eCommerce matrix but apply very different approaches. Whilst these are two independent activities, they can work together to create a really powerful and personalised experience for customers. Giving them more of what they want, sooner.

## **SEO = Traffic**

SEO gets customers to your website. It is the process of getting traffic from free, organic, editorial, or natural search results in search engines.

## **Srchy = Sales**

Catalog searches optimise the organic traffic landing on your eCommerce page by optimising user search results to show them exactly what they're looking for – quickly and easily.

# What's the difference between SEO and catalog searches?

## Why is this important?

We are lazy consumers. We want what we want. Now!

When consumers hunt for a product on an eCommerce website, we often make the following mistakes:

- We get product names wrong, or misspell them;
- We rarely use specific enough search terms the first time.

Having tools in place that understand these common mistakes and miscalculations is very important. It ultimately allows businesses to capture more lost traffic that has exited your website too early.

# It all begins with data

We get that this is the buzzword of the 21st century. But collecting and analysing proprietary data is the first step to understanding what your customers want.

Collecting and interpreting data should be done with the goal of creating a system of intent resolution. It ultimately allows businesses, especially in eCommerce, to create a personalised experience. From navigation, product search, filtering, cart and checkout. Every step of the eCommerce journey is dictated by data. Data is the instrument we need to personalise the experience of consumers.

Search results must be relevant with the sole intention of creating an exceptional user experience for the customer. To simply help them find what they're looking for.

We know that understanding customer intent is crucial. We need to not only be providing recommendations, but to deliver search results that are most likely to inspire our customers to buy.

Capturing behavioural data and using it to deliver customer-specific content will help drive sales.

# Customer expectations rule

Do you know how much traffic enters your website, searches for a product, and then leaves?

As consumers, we are picky. We often know what we want, but not necessarily how to get it, and so we give up quickly.

Additionally, shoppers now expect brands to provide relevant recommendations and offers. This behaviour is dictating eCommerce trends that businesses need to adapt to, or risk losing a chunk of their market to a competitor willing to play into trending technology.

# Customer expectations rule

**Answer these questions about your target buyers**

- ❓ What do they want?
- ❓ What are they searching for?
- ❓ Is my business positively delivering on their intent?
- ❓ Is my product search data optimised?

# Customer expectations rule

It all starts with capturing the customer behaviour profile using embedded analytics tools inserted into your website. This collects a specific range of data regarding search behaviour that allows your team to truly understand precise movements of customers.

Combining the analytics data with artificial intelligence powered smart systems, your eCommerce website can then deliver relevant products to your customers from their first search.

# So, what is trending in eCommerce management?

## Recommendation engines

Using Artificial Intelligence to provide product recommendations that match the shopper's search intent and online browsing behaviour.

## Recommendations versus Personalised Recommendations

A product recommendation is simply a system's ability to filter out irrelevant information, whereas Personalised Recommendations harness an individual's behaviour to present hyper-focused individual information.

## AI powered search engines

Delivering hyper-customised search results even in the face of spelling errors and mistakes. Using AI powered search and machine learning from consumers online behaviour to deliver personalised results.

## Site search solutions

The ability for an individual to search a company's catalogue, content and inventory in a quick and simple way.

## Product enrichment

This is the process of 'filling in the blanks' for your potential customers. It is about displaying additional information to the consumer that allows them to personalise their buying experience to their unique situation.

# What is machine learning and how does it work?

**Spiceworks.com** has one of the best explanations for machine learning:

“ Machine learning (ML) is a discipline of artificial intelligence (AI) that provides machines with the ability to automatically learn from data and past experiences while identifying patterns to make predictions with minimal human intervention. ”

This explanation fits perfectly into how machine learning should be utilised against search intent. Using data from past experiences while identifying patterns to make predictions. Delivering on search intent harnesses this precise process.

It not only learns but predicts - the key to personalisation.

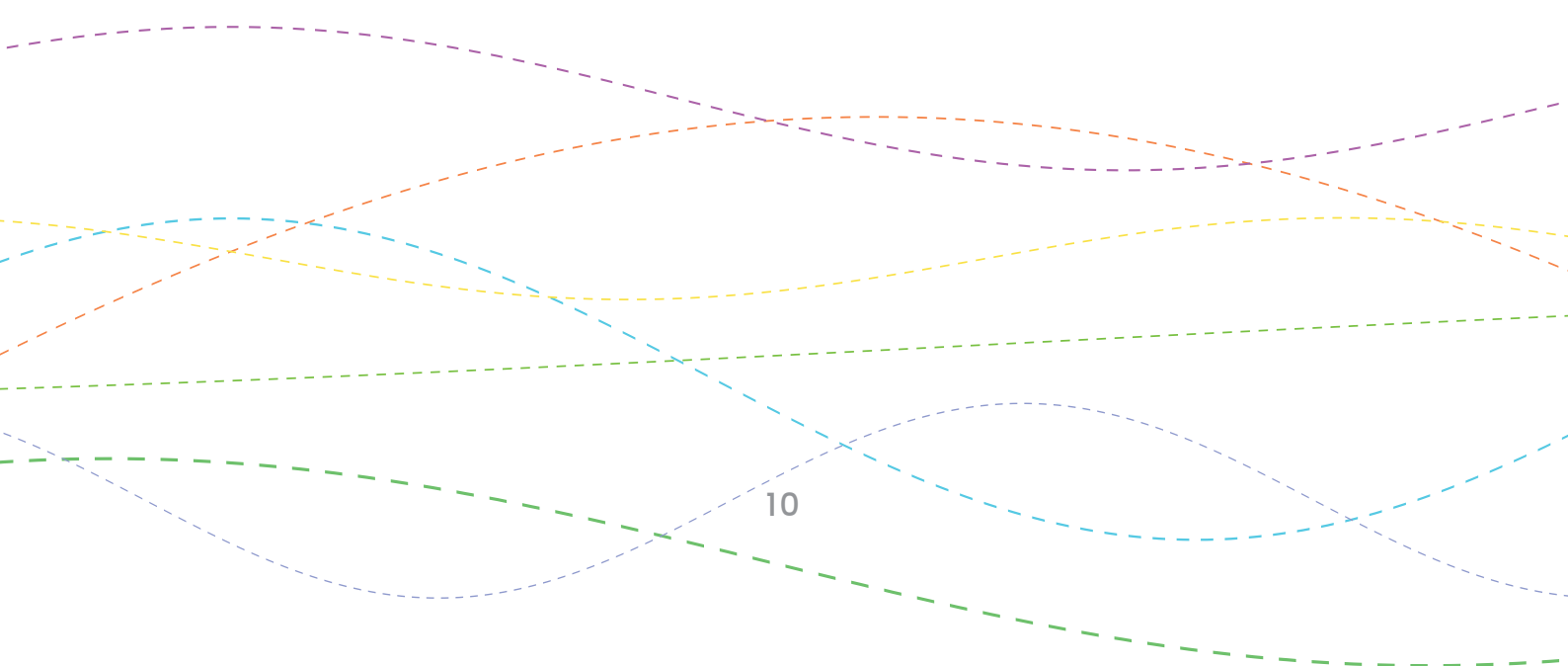
# What is machine learning and how does it work?

## Algorithmic based approach to search

An algorithmic approach uses a 'best fit' approach to find the right solution. It recognises all possible solutions to a search query and delivers the results that it believes offers the best possible outcome.

Whilst this approach takes a slightly different angle to Machine Learning, when implemented into a hybrid model, it can combine the power of both strategies to deliver high intent search responses for your customers.

Engineering an intuitive response into your catalog will mean more people find what they want in less time.



# What is split testing search (A/B Testing)?

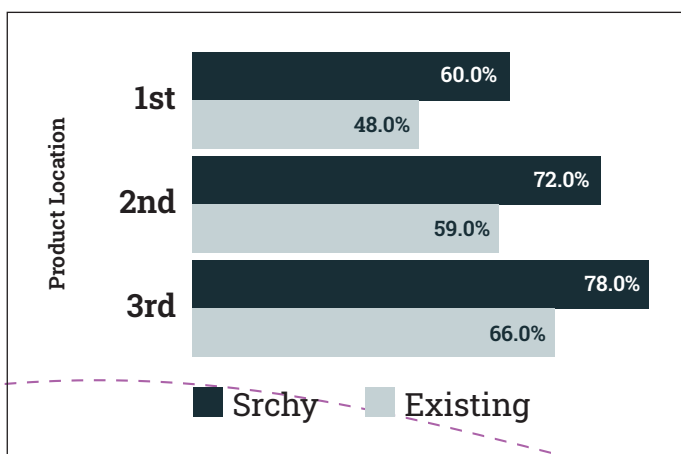
## Test. Test. Learn. Implement.

As with anything we do, it's important to test multiple methods and variables against each other to determine the best performing method by measuring hundreds of metrics that make up the experience of a customer.

From time spent on webpage, to overall product movement, to abandoned carts - performance data is collated and tested against other methodologies to understand which is the best strategic angle to pursue.

# Real-life A/B testing – the results

A recent A/B test conducted in a live environment by Srchy demonstrates the gains to customer conversion by helping them find what they want faster. The 'proof of concept' test was conducted by exactly mirroring a website with over 13 million products (up to 30 million in 2022), then comparing conversion rates.



Srchy surfaced more relevant products, ensuring **78% of customers found what they wanted to add to cart in the first row**. This is compared to the existing search engine where only 66% of customers found what they wanted to add to cart in the first row.

# Real-life A/B testing – the results

## The numbers

- ↑ 16.9% increase in customer checkouts
- ↑ 11.3% increase in average order value
- ↑ 15.4% increase in cart size

# Summary

The benefits of the fine-tuning product search on your website:

- ▶ Higher revenue and conversion are delivered through intelligent product search and discovery by revealing the right product at the right time to the right person.
- ▶ Customers do not search as we expect. Machine Learning provides customers with better results and improves conversion.
- ▶ Displaying inventory that a customer has already purchased can be both positive and negative. For repeatable purchases such as office supplies or groceries it will save customers search time. For fashion, furniture and other one-off purchases, it reduces the probability of repeat buying as they have to spend time sorting through irrelevant search results. A smart system can be programmed to deliver the right results for each of these scenarios and improve customer experience.
- ▶ Consumers have a short attention span. Well-tuned search results will ensure customers can get what they want sooner to ensure they checkout.

# Readings bookstore

## Case study

Readings bookstore is an institution in Melbourne. Voted 2016's Best Bookstore in the World by London Book Fair International Excellence Awards, they have an impressive instore reputation amongst their readers.

However, the team reported issues with their eCommerce site delivering incorrect results to customers and not displaying portions of their large database during search queries.

# Readings Bookstore

“ It's always been important to me that customers have a good experience with Readings, and an intelligent one. Our problem was we had a huge database, and helping people navigate and get sensible results from it was problematic. Prior to Srchy people were getting really funny results, and it was just not a very great experience for our customers. ”

**Mark Rubbo**

Owner, Readings

“ Having Srchy be able to solve a lot of search result problems for us has been really great. It was very quick and easy - we had two sites going at the same time with the old search and with Srchy and it was very obvious straightaway that Srchy was a superior product. There were no teething issues it was very simple. ”

**Rosalind McClintock**

Marketing Manager, Readings

**srchy**

# Readings Bookstore

**Watch the video**



# Get in touch

## More baskets. More checkouts. More often.

- Call Vith on 0412 859 176
- Email us at [info@srchy.ai](mailto:info@srchy.ai)
- Visit our website <https://srchy.ai>
- Our office is located at 454 Collins Street, Melbourne, Australia.

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