

# Effective eCommerce Search

Improving eCommerce search to boost revenue

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Istvan Simon – CEO/Founder

PREFIXBOX

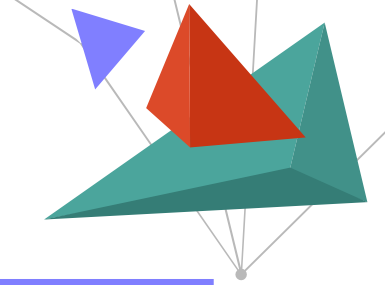
The bottom of the slide features a decorative graphic consisting of various 3D geometric shapes like pyramids and triangles in shades of red, purple, and teal. These shapes are interconnected by thin white lines, creating a network-like structure that spans across the bottom edge of the slide.

# AGENDA

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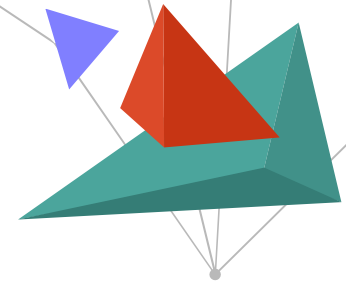
1. The importance of search
2. Site search fails
3. Prefixbox overview
4. Case studies
5. Search Analytics – what to look for
6. Elements of a great search
7. End result: revenue increase
8. Q&A

# SEARCH USER BEHAVIOUR



CATEGORY	SEARCH USER RATE	REVENUE FROM SEARCH
FMCG	40%	82%
DIY	27%	81%
BEAUTY/DRUGSTORES	24%	77%
CONSUMER ELECTRONICS	18%	46%
TOYS	17%	66%

# SITE SEARCH FAILS



## 0-RESULTS FOUND

The screenshot shows the Tesco website search results for "lactose free skim milk". The search bar at the top contains the text "lactose free skim milk" and a magnifying glass icon. Below the search bar, there is a link that says "Search with a list of items >". The main content area features a large purple dashed box containing the text "No products found for 'lactose free skim milk'". Below this, it says "Showing closest matching products". There are four product cards displayed, each with a heart icon in the top right corner. The third product card, "Lactofree Longlife Semi Skimmed Milk Portions 5 X20ml", is highlighted with a red border. The other products are "Tesco Lactose Free Mascarpone 250G", "Lactofree Longlife Whole Milk 1 Litre", and "Tesco Lactose Free Mozzarella 210G".

TESCO

lactose free skim milk

Search with a list of items >

Groceries ▾ My Favourites Recipes Special Offers Valentine's Day Delivery Saver

No products found for "lactose free skim milk"

Showing closest matching products

Showing 1-24 of 2304 items | Show 48 per page

Filter by:  New (29)  Special Offers (653)

112 Categories ▾ 434 Brands ▾ Lifestyle & Dietary ▾

Sort by: Relevance ▾

Tesco Lactose Free Mascarpone 250G

Lactofree Longlife Whole Milk 1 Litre

Lactofree Longlife Semi Skimmed Milk Portions 5 X20ml

Tesco Lactose Free Mozzarella 210G

## NOT RELEVANT RESULTS

The screenshot shows the Tesco Direct website search results for "camera". The search bar at the top contains the text "camera" and a magnifying glass icon. Below the search bar, there is a link that says "View basket (0)". The main content area features a large purple dashed box containing the text "3268 results for 'camera'". Below this, there are several product cards displayed, each with a heart icon in the top right corner. The products include "Black Rapid RS-OR-1 Double Camera Strap", "Krusell Pink Active Multidapt Case for Motorola V3", "Hama Lipstick Lens Brush", "Kenro MR116 Silver Digital Camera Neck Strap", "LUMIX camera bag", and "LUMIX camera lens cap".

TESCO direct

Search Entire site Product name, catalogue no or keyword Go View basket (0)

Technology & Gaming Home Electrical Home & Garden DIY & Car Toys Sports & Leisure Baby & Toddler Gifts & Jewellery Entertainment & Books Health & Beauty Clothing Offers

Home > Search results for "camera"

Offer Extended Save £10 when you spend £100 or Save £20 when you spend £200\* enter TDX-JWPX & Save £10 or TDX-PTYW & Save £20 \*Excludes Sellers at Tesco Offer ends 06/05/13

3268 results for "camera"

Filter by: Category

Price

More

Type

Black Rapid RS-OR-1 Double Camera Strap Buy from Trove £114.36 View Special Offers Add to basket Add to compare

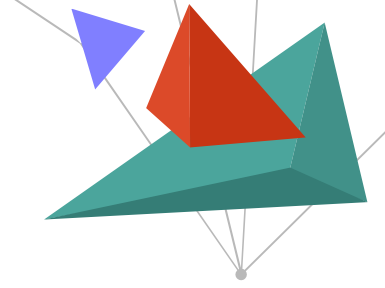
Krusell Pink Active Multidapt Case for Motorola V3 Buy from Trove £5.14 View Special Offers Add to basket Add to compare

Hama Lipstick Lens Brush Buy from Trove £6.12 View Special Offers Add to basket Add to compare

Kenro MR116 Silver Digital Camera Neck Strap Buy from Trove £6.82 View Special Offers Add to basket Add to compare

LUMIX

# SITE SEARCH FAILS



0-RESULTS FOUND

офисный стул



Выбранный магазин

[Москва, Новорязанское ш.](#)

+7 (495) 782-01-30

[\(Как проехать\)](#)

Время работы

7:00—24:00

[Все товары](#) ▾

[Дача и сад](#)

[Стройматериалы](#)

[Кухня](#)

[Ванная](#)

[Инструменты](#)

[Обои, шторы и декор](#)

[Напольные покрытия](#)

[П](#)

[Главная](#) / Результаты поиска для: 'офисный стул'

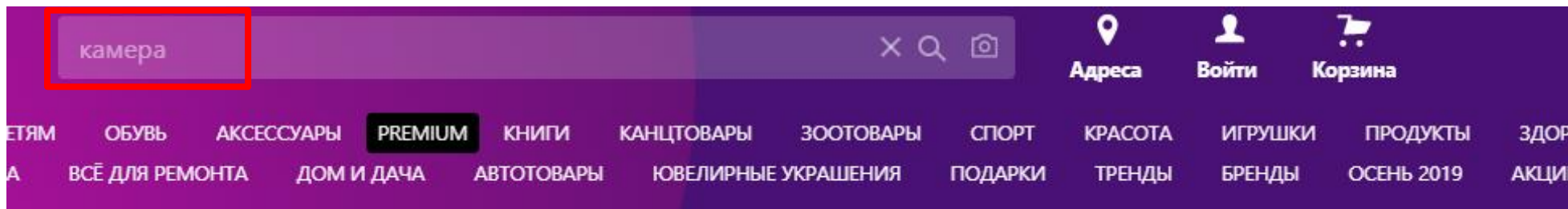
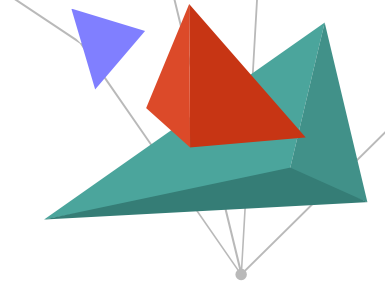
## Результаты поиска для 'офисный стул'

Нет результатов по вашему запросу.

Последние поисковые запросы [Стул](#), [Стульчак для унитаза](#), [Стульчак на унитаз](#), [стуло](#), [Стул -Шезлонг](#)

# SITE SEARCH FAILS

## NOT RELEVANT RESULTS



камера

Возможно, Вам понравится

Сортировать по: [популярности](#) | [рейтингу](#) | [цене](#) | [скидке](#) | [обновлению](#)

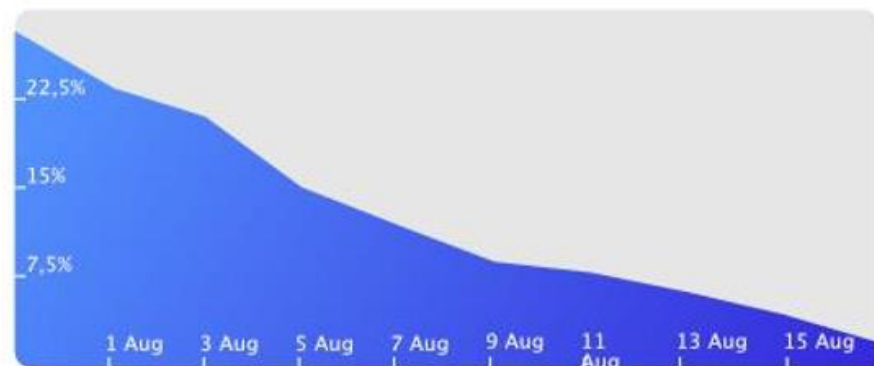
Всего товаров: 4387 [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) ... →

Показывать по: [40](#) [100](#)

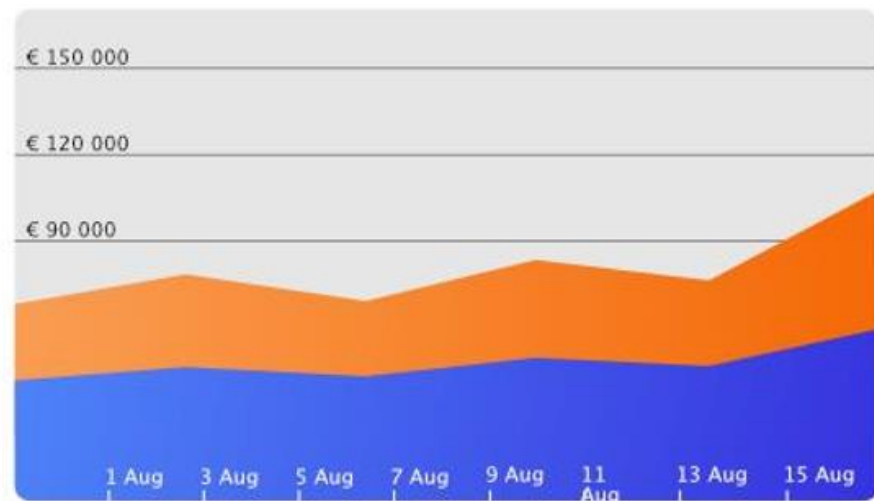


# 1 PREFIXBOX ANALYTICS

## Searches with 0-results



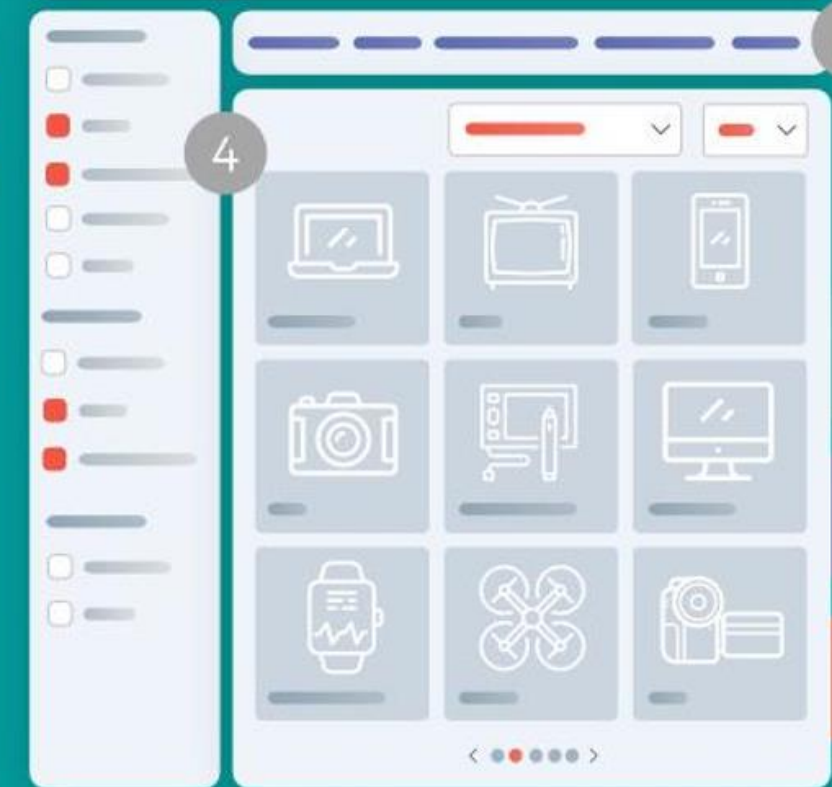
## Search revenue



● Search users ● Other

# PREFIXBOX SEARCH MODULES

A/B Testing



AUTOCOMPLETE

RELATED SEARCHES

SEARCH ENGINE

# CASE STUDIES

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PREFIXBOX



## **Prefixbox Search Engine:**

Revenue from search users: **+47%**

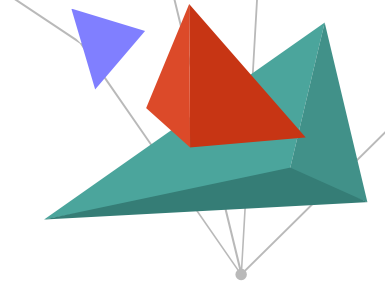
Conversion Rate: **+15.8%**



## **Prefixbox Related Searches:**

Revenue from search users: **+6.16%**

Conversion rate: **+6.76%**





# CASE STUDIES

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PREFIXBOX



## Prefixbox Autocomplete:

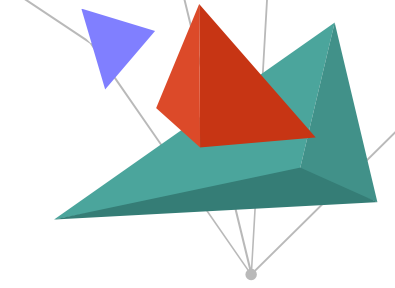
Cart value: **+19%**

0-result searches: **-31%**

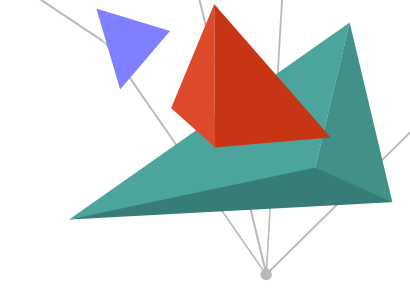
## Prefixbox Search Engine:

Conversion Rate: **+6.2%**

0-result searches: **-39%**



# 1. SEARCH ANALYTICS



OUR DATA DRIVEN SEARCH MODULES ARE POWERED BY OUR ANALYTICS. PREFIXBOX'S SEARCH ANALYTICS MEASURE USER BEHAVIOUR AND UPDATE DAILY – OUR PRODUCTS USE THIS DATA TO CONTINUALLY IMPROVE.

## **SEARCH RESULT ANALYTICS**

- › Search user rate
- › Revenue from search users
- › Popular searches
- › Popular products
- › 0-result searches
- › CTR and Engagement
- › Top Product Clicks, Top Categories
- › Attribute filter usage
- › Paging, click positions, etc.

## › **AUTOCOMPLETE ANALYTICS**

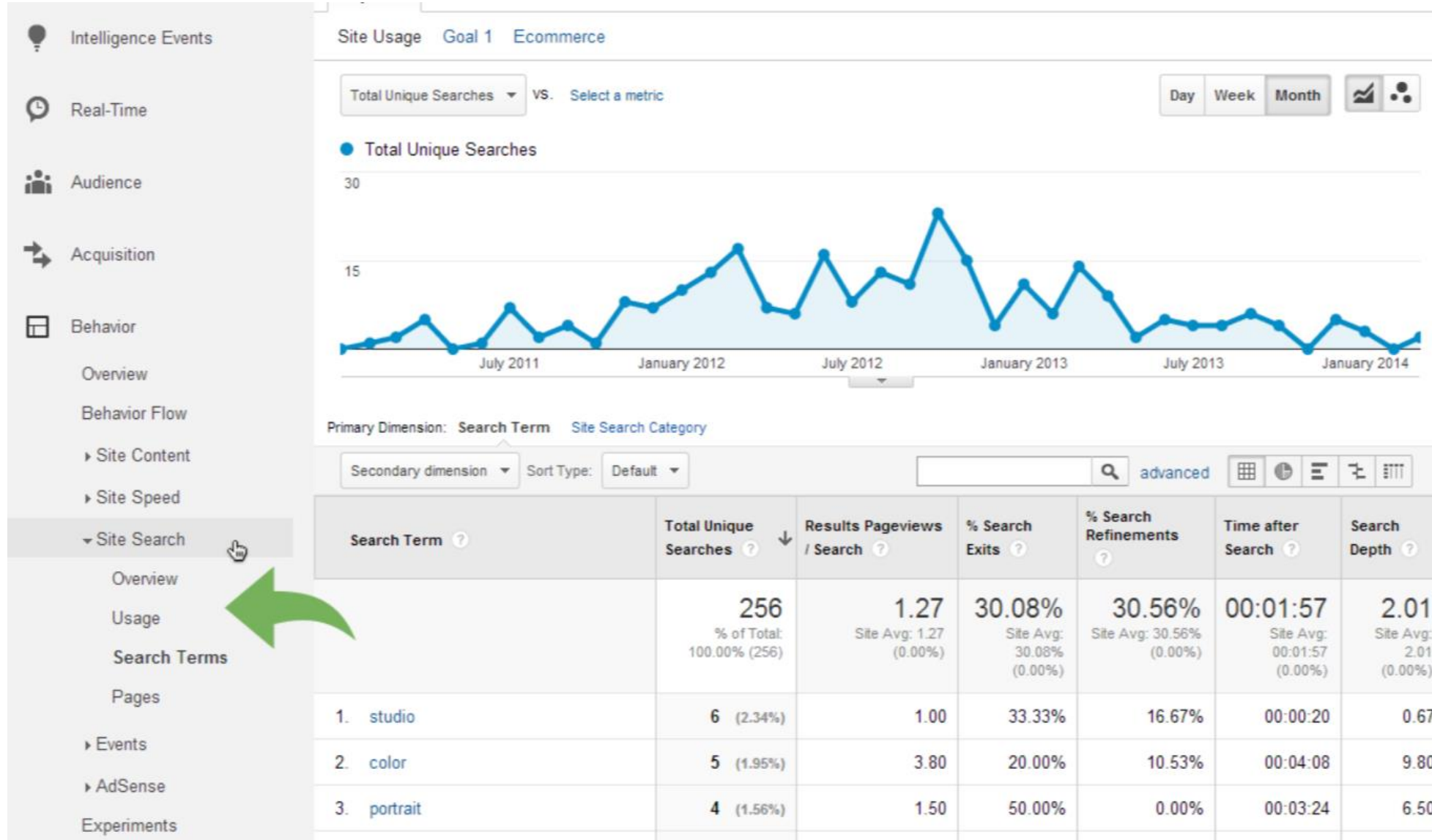
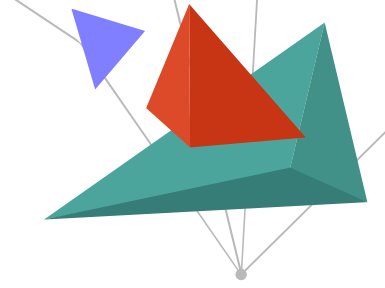
- › Positions
- › Top lists

## › **RELATED KEYWORD, PRODUCT ANALYTICS**

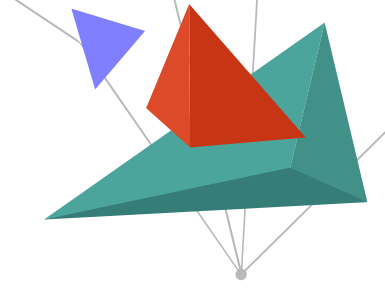
- › Popular Searches
- › Engagement

**FREE PRODUCT**

# GOOGLE ANALYTICS – SITE SEARCH








# 2. AUTOCOMplete



камера

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- камера
- ip камера
- wifi камера
- екшън камера
- външна камера
- global 5000 камера
- спортна камера
- аксесоари за екшън камера
- камера за снимане на видео online
- камера рое
- уеб камера

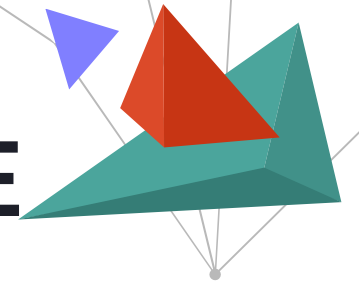
	GoPro HERO7 Black спортна <b>камера</b> <b>688,00 лв.</b>
	Xiaomi Mi Wi-Fi 360° охранителна <b>камера</b> , на закрито <b>75,00 лв.</b>
	Xiaomi Mi 4K екшън <b>камера</b> <b>201,00 лв.</b>
	Спортна <b>камера</b> DJI Osmo Action <b>601,13 лв.</b> <small>724,00 лв.</small>
	Global IN11G <b>камера</b> <b>8,86 лв.</b> <small>11,00 лв.</small>

## Rich AUTOCOMplete

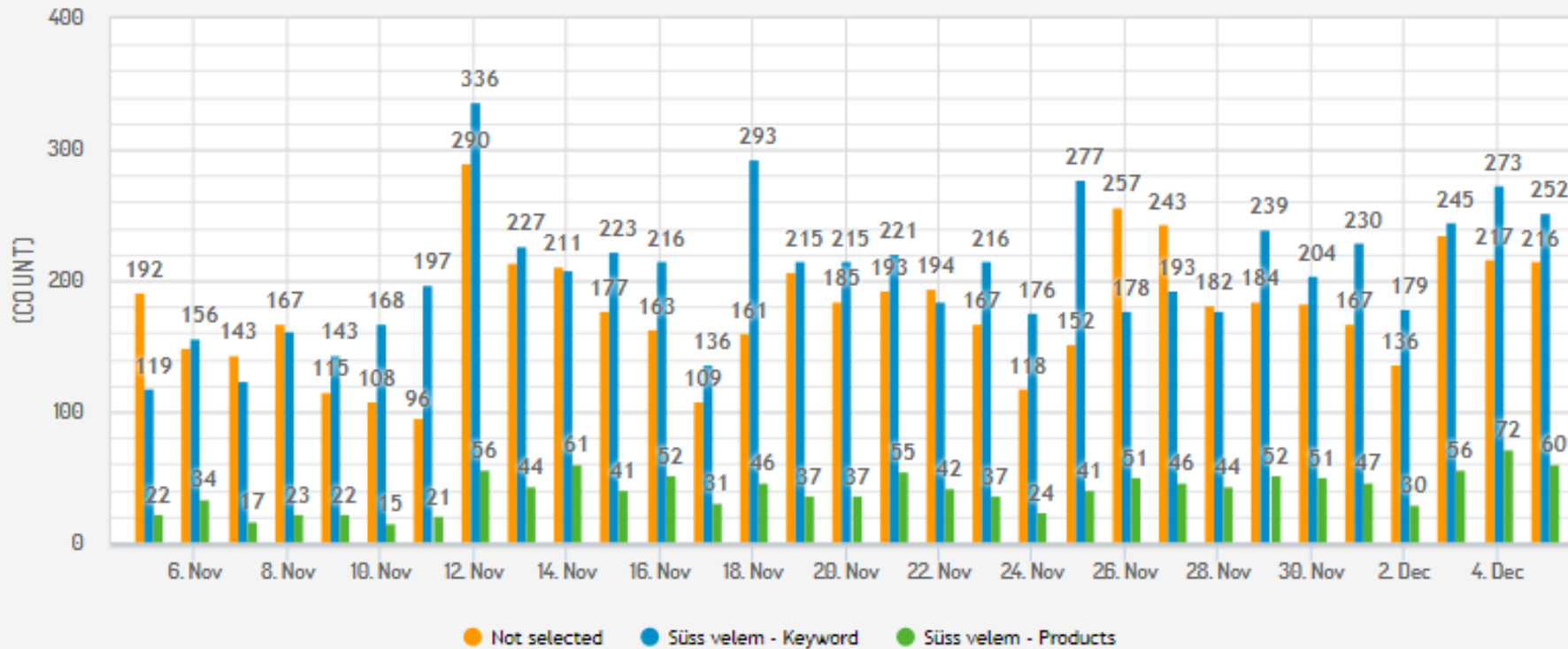
recommends popular products and keywords. It is typo-tolerant, lightning fast, personalized, and learns from user behavior.

It helps shoppers quickly get to the products they're looking to buy.

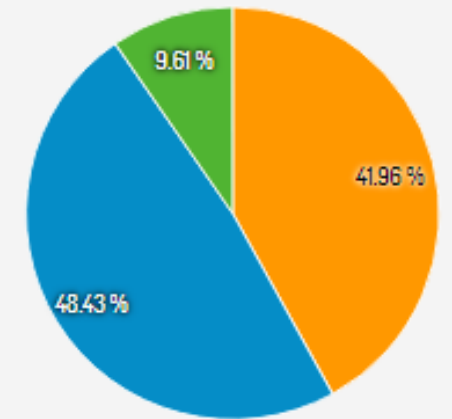
# AUTOCOMPLETE - SUGGESTION USAGE



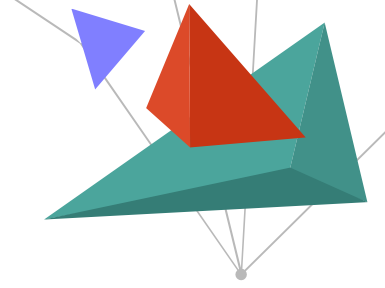
SUGGESTION LISTS USAGES



LISTS USAGE RATE



# 3. RELATED KEYWORDS



Search term: **pendrive** (312 products)

**Related keywords:** 64gb pendrive 32gb pendrive 16gb pendrive external hard drive

Results: 312 36 ▾

Most relevant ▾



Kingston DataTraveler G4 8GB USB 3.0 pendrive, yellow-white (DTIG4/8G)  
8 GB kapacitás  
USB 3.0 csatlakozás  
Olvasási sebesség : 40 MB/s



Kingston DataTraveler 100 G3 16GB USB 3.0 pendrive, black (DT100G3/  
16 GB kapacitás  
USB 3.0 csatlakozás  
Olvasási sebesség : 40 MB/s



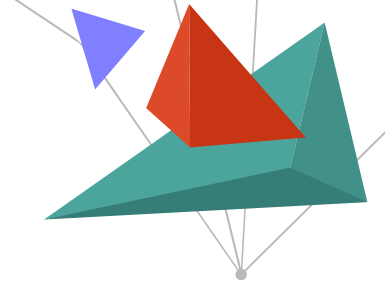
Kingston DataTraveler 100 G3 64GB USB 3.0 pendrive, black (DT100G3/  
64 GB kapacitás  
USB 3.0 csatlakozás  
40 MB / s olvasási sebesség

**RELATED KEYWORDS** help shoppers re-formulate their query with just 1 click on the Search Engine Results Page.

It also helps them navigate off 0-result pages to find a comparable product.

This is part of our **RELATED SEARCHES** product.

# 4. RELATED PRODUCTS



leather sofa

Catalogs and promotions | Department stores and services | Webshop information | Login Registration | Shopping Cart 0

0 products found for the keyword "leather sofa"

Only promotional items  Only outlet products relevance Per 50

No results!

## Related products:

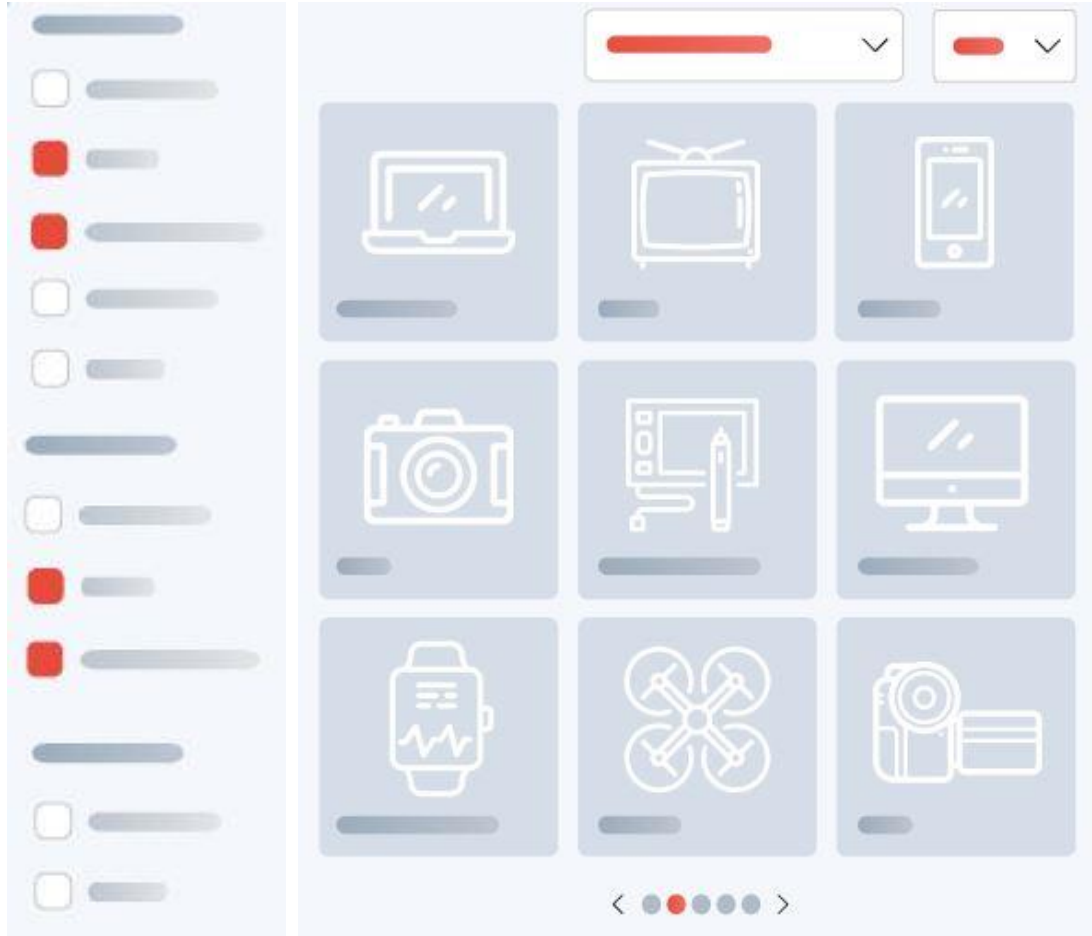
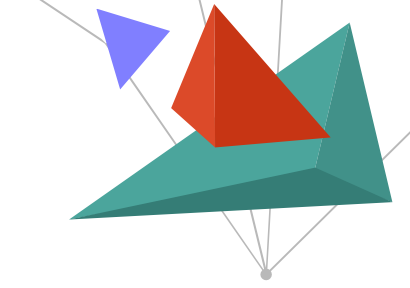
 <p>SUEDE LOVESEAT, WINE / BARN, 220X85X85CM</p> <p>79.990 Ft <span>In Stock</span> <small>79.990,00 Ft / db</small></p>	 <p>CLOTH SOFA 70X197X54CM FF.:125X196CM DARK BRUSH</p> <p><del>72.990 Ft</del> <span>In stock</span> 62.990 Ft</p>	 <p>LORETTA ANGLE SOFA, BROWN TEXTILE, FF.:136X200CM</p> <p>123.990 Ft <span>In Stock</span></p>	 <p>MUNO COUCH 220X85X85CM GRAY / BLACK</p> <p>79.990 Ft <span>In Stock</span> <small>79.990,00 Ft / db</small></p>
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**RELATED PRODUCTS** helps shoppers navigate away from 0-result pages by providing product suggestions based off semantic relations. This is especially useful for long-tail search terms, which most search engines get wrong.

These can also be placed at the bottom of the Search Engine Results Page.

This is part of our **RELATED SEARCHES** product.

# 5. FACETED SEARCH ENGINE

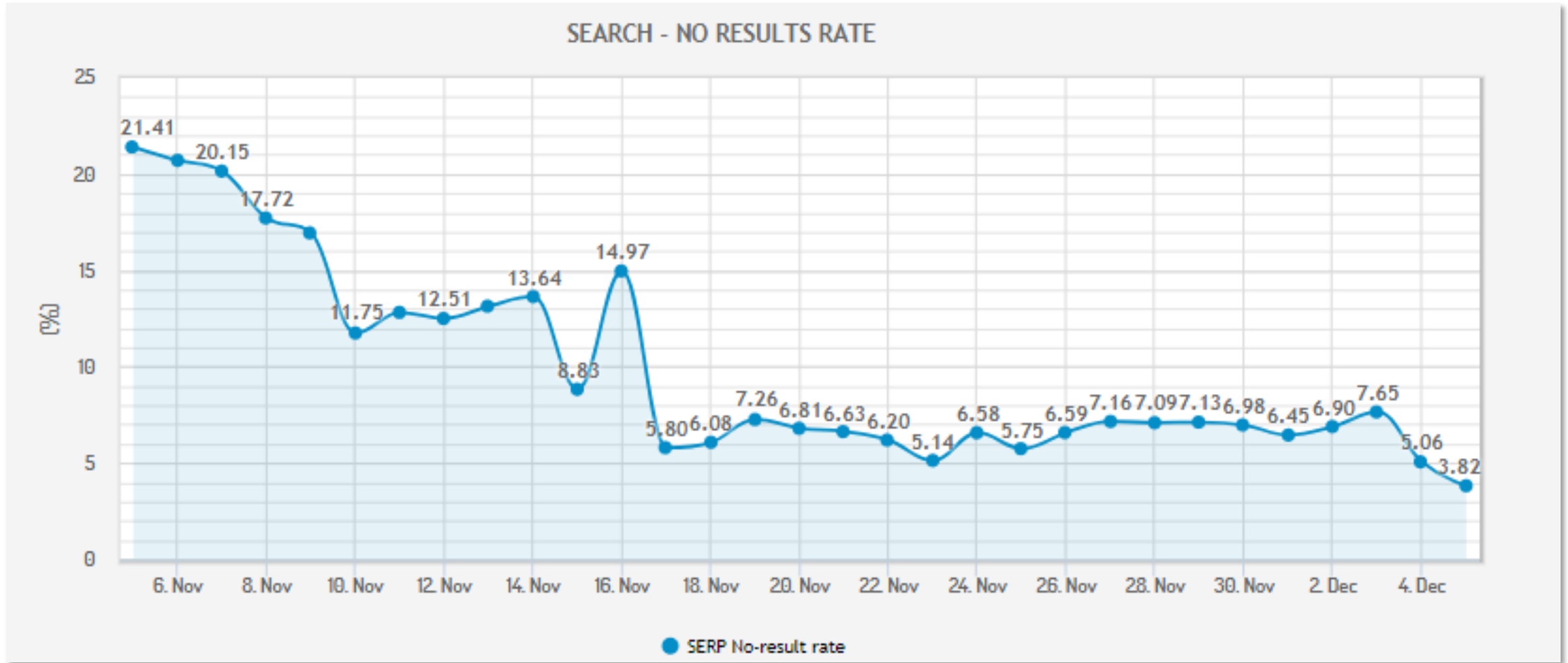
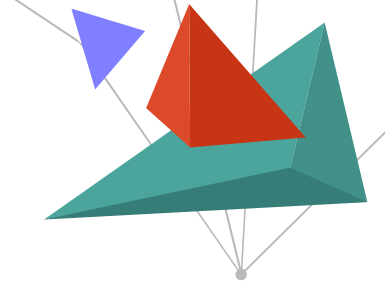


The **FACETED SEARCH ENGINE** accurately ranks products based on relevancy and popularity to ensure shoppers don't have to scour the results to find what they're looking for.

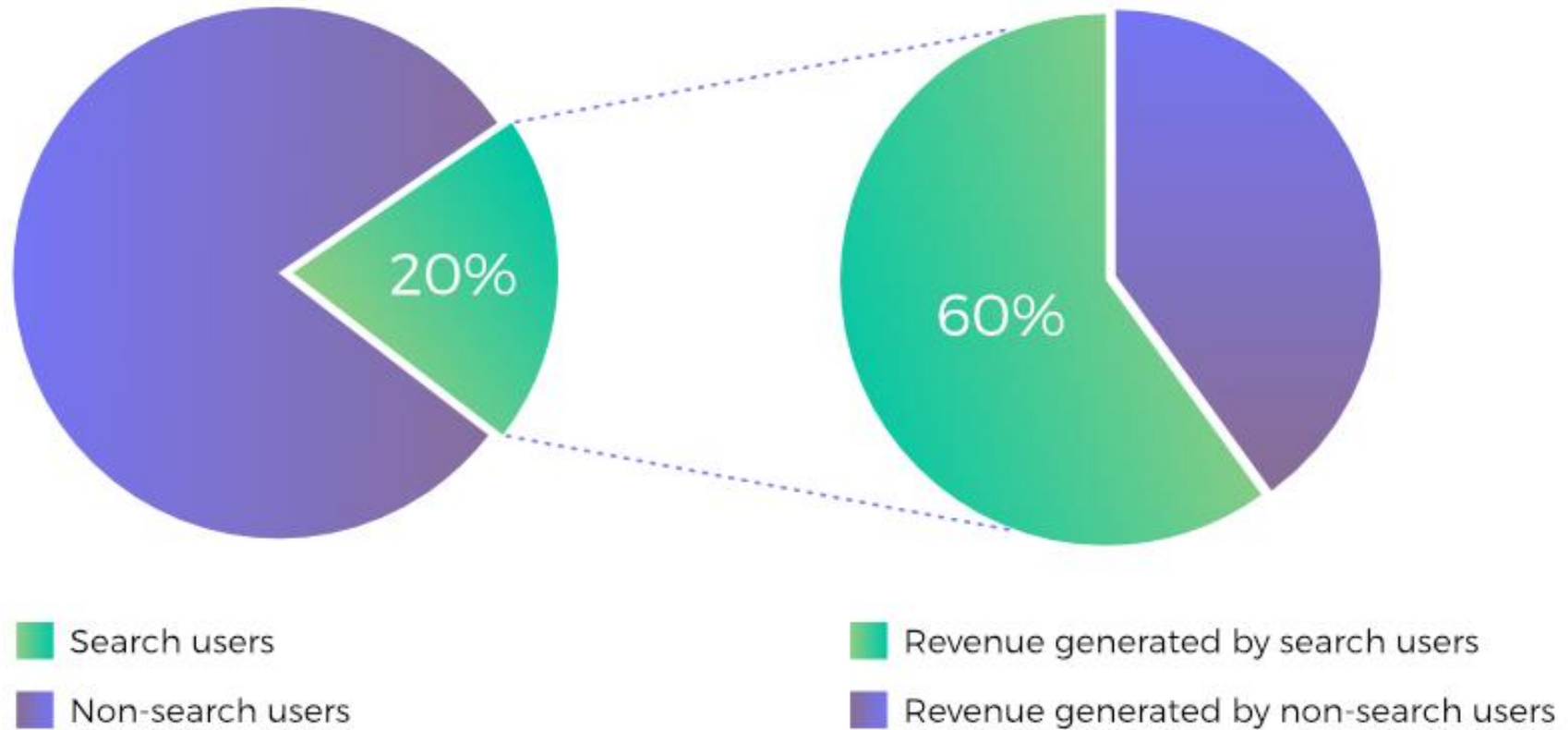
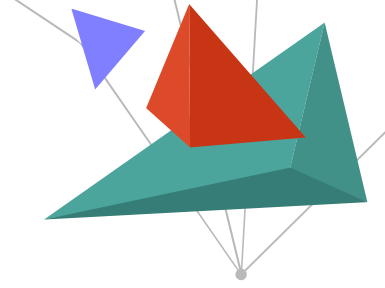
It encompasses **Synonym Management**, filtering, and ranking.

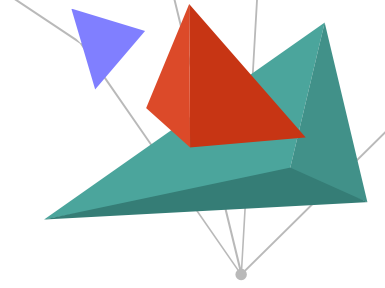


# ELIMINATE 0-RESULT SEARCHES



# INCREASE REVENUE FROM SEARCH





Industry: DIY



Industry: Drugstore



Industry: FMCG (grocer)



Industry: Consumer electronics



Industry: Toys



Industry: DIY



Industry: Books



Industry: Consumer electronics

HAPPY  
CUSTOMERS

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# QUESTIONS?

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PREFIXBOX