Effective eCommerce Search

Improving eCommerce search to boost revenue

Istvan Simon – CEO/Founder

PREFIXBOX

AGENDA

PREFIXBOX

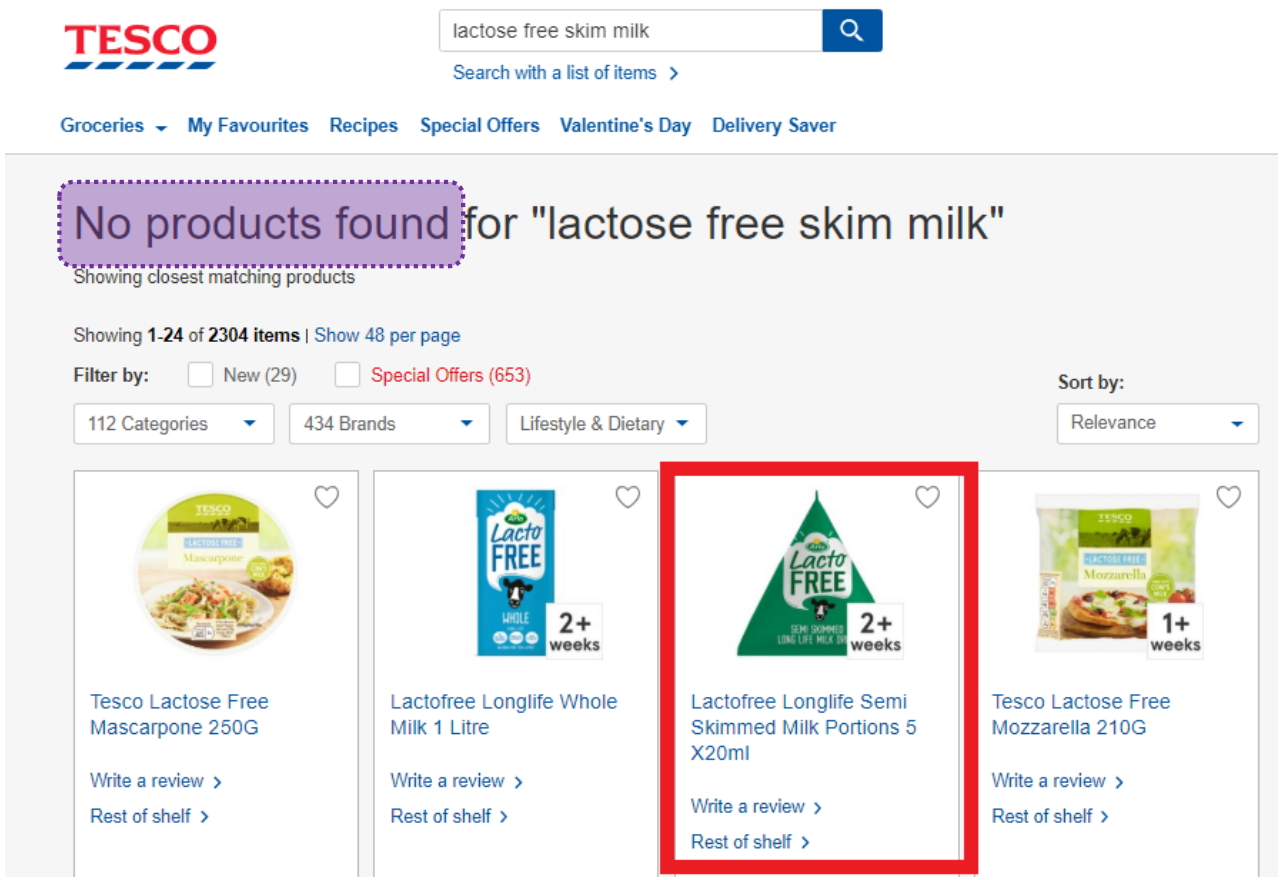
1. The importance of search
2. Site search fails
3. Prefixbox overview
4. Case studies
5. Search Analytics – what to look for
6. Elements of a great search
7. End result: revenue increase
8. Q&A

SEARCH USER BEHAVIOUR

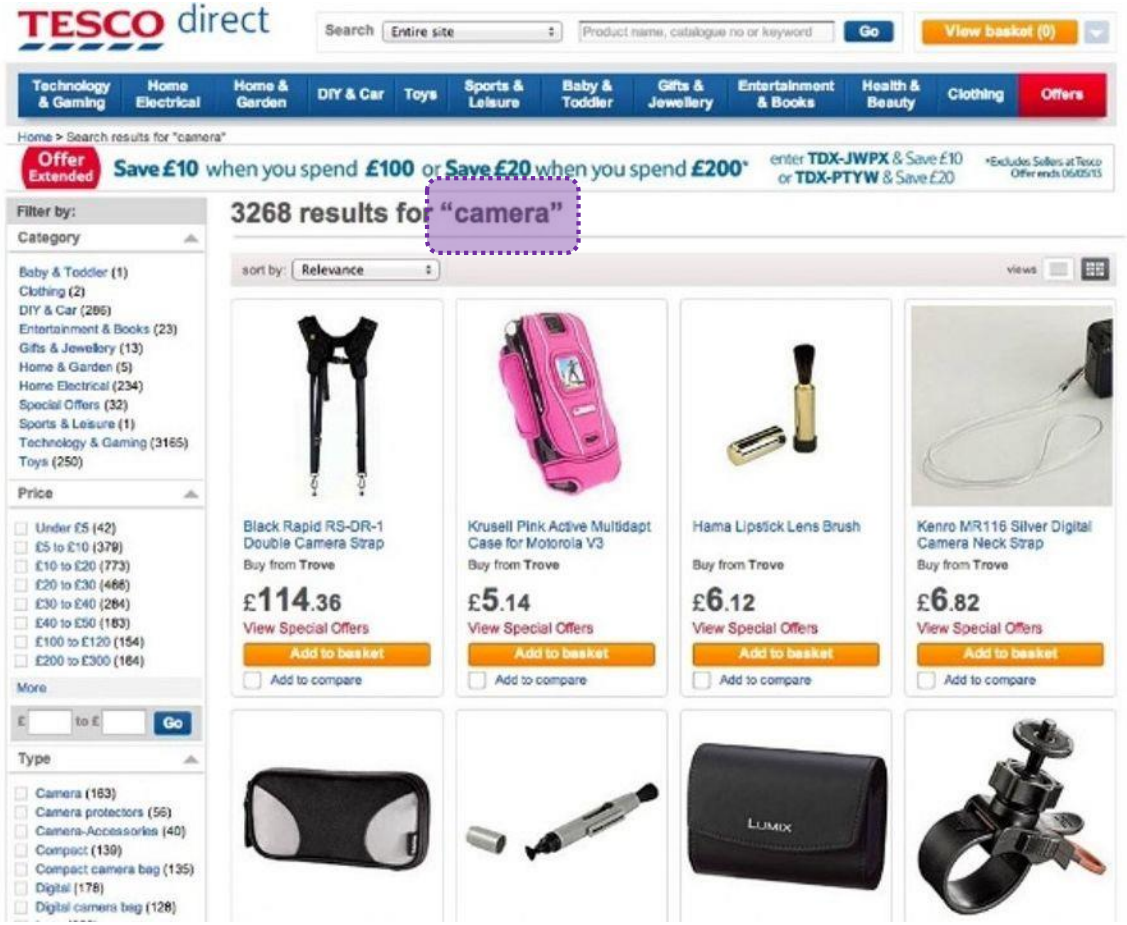
CATEGORY	SEARCH USER RATE	REVENUE FROM SEARCH
FMCG	40%	82%
DIY	27%	81%
BEAUTY/DRUGSTORES	24%	77%
CONSUMER ELECTRONICS	18%	46%
TOYS	17%	66%

SITE SEARCH FAILS

0-RESULTS FOUND



NOT RELEVANT RESULTS



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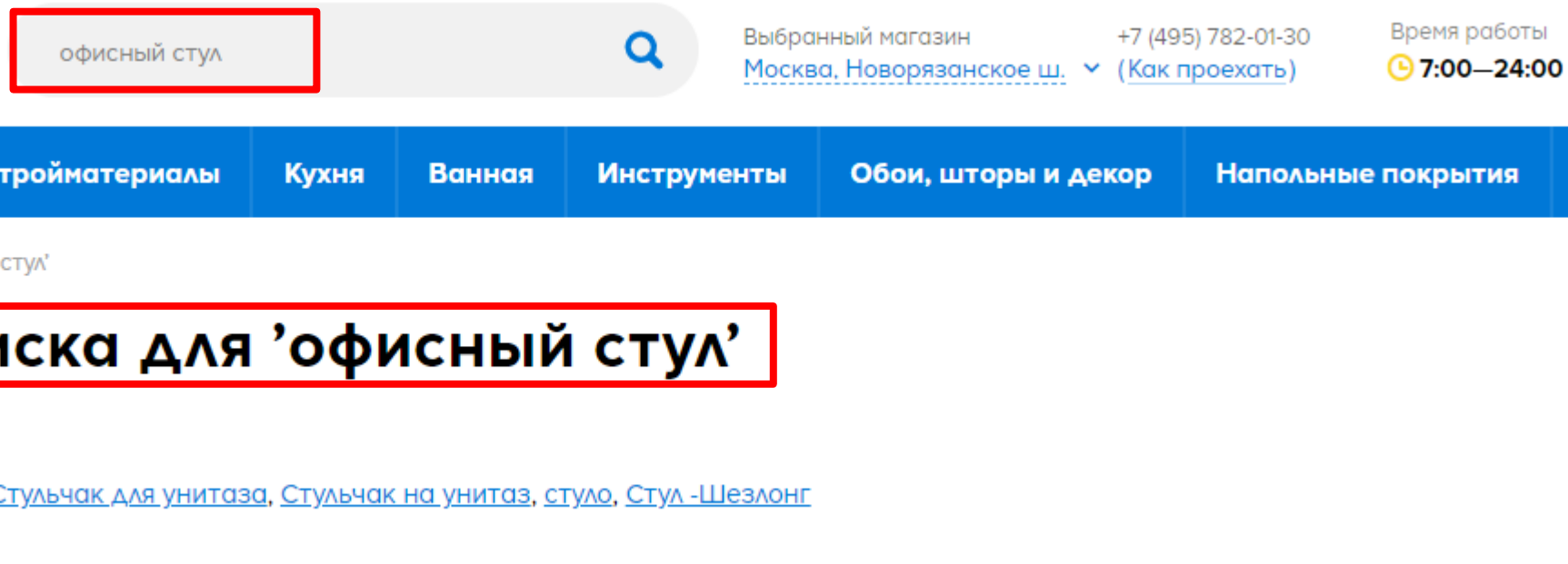

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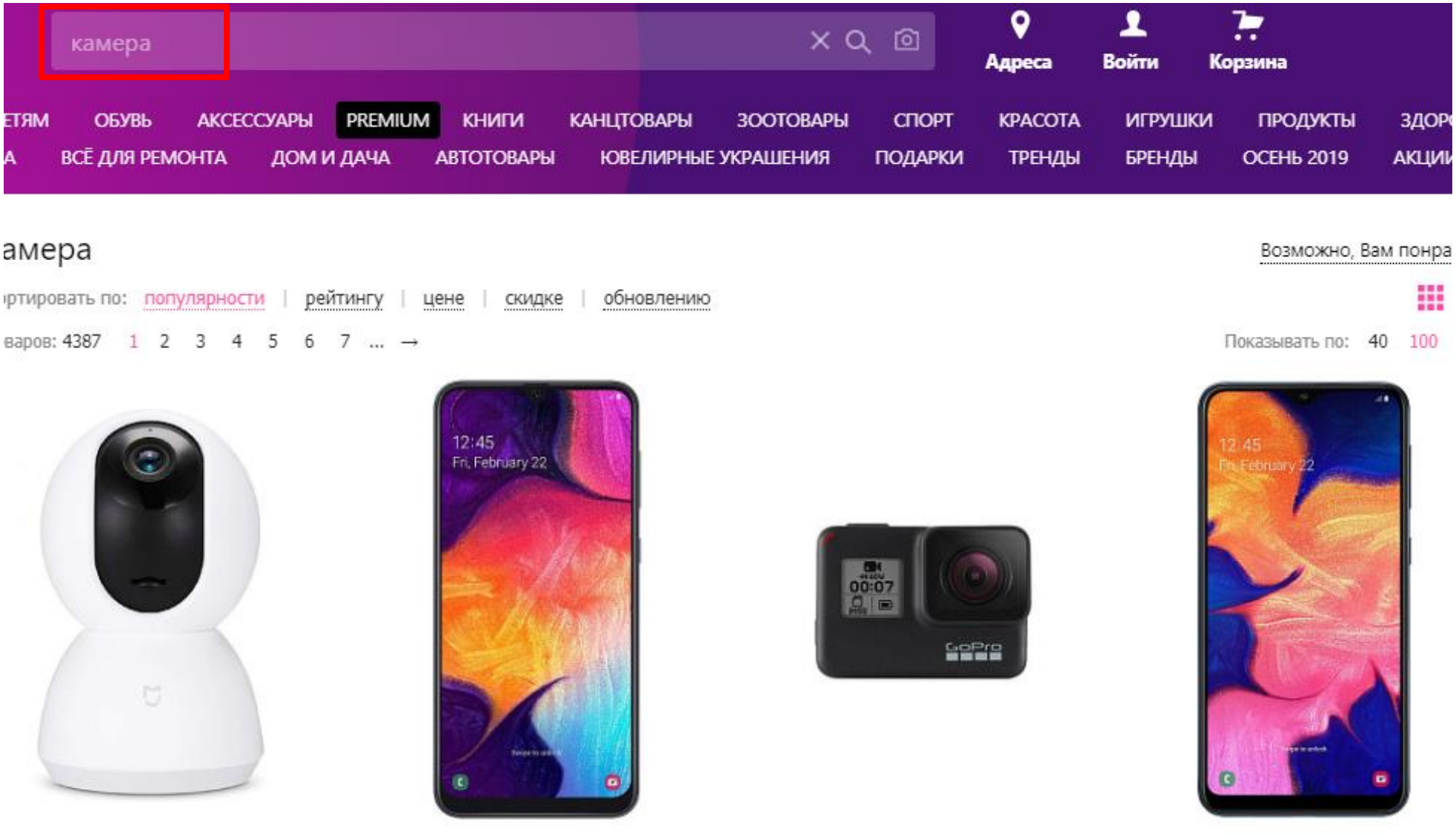
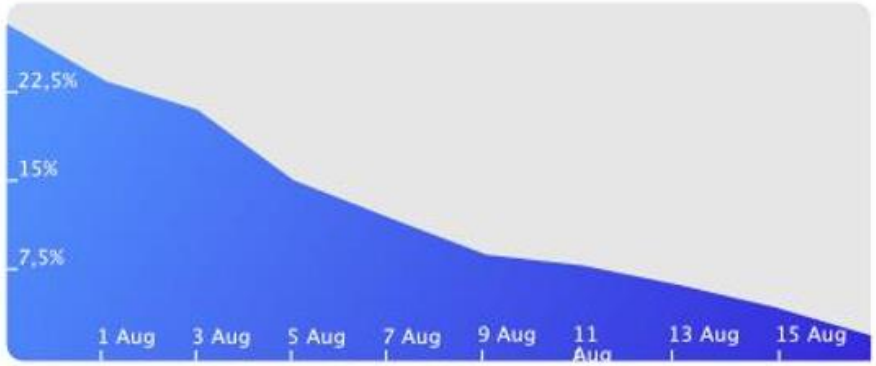
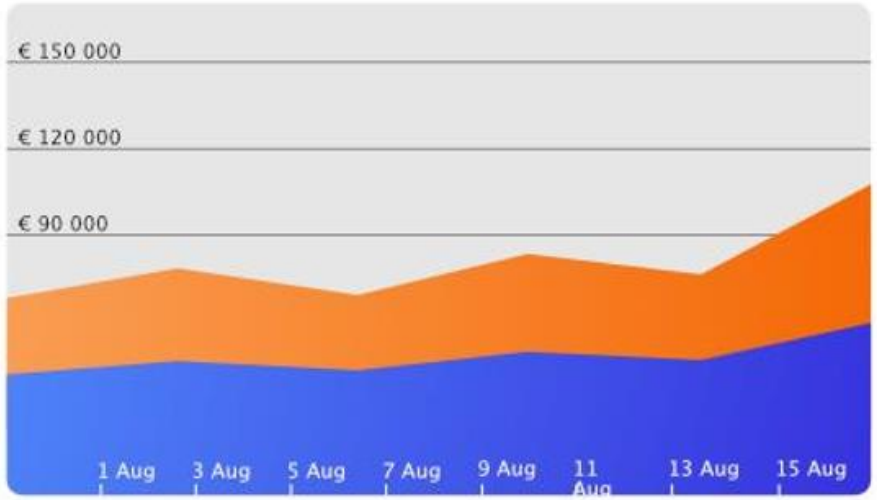


1 PREFIXBOX ANALYTICS

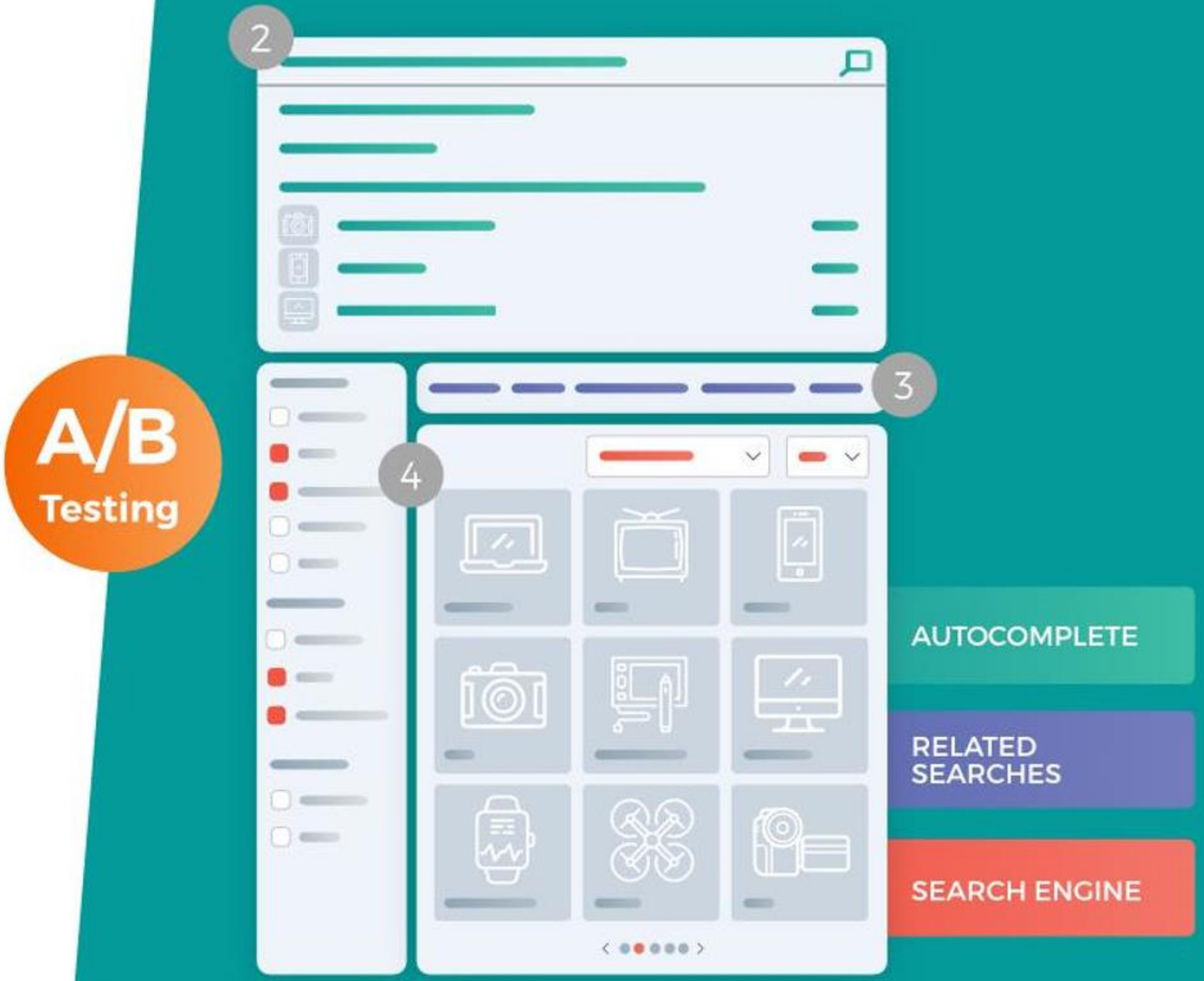
Searches with 0-results



Search revenue



PREFIXBOX SEARCH MODULES



CASE STUDIES

PREFIXBOX

Auchan

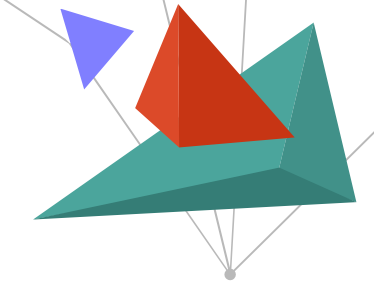
Prefixbox Search Engine:
Revenue from search users: **+47%**
Conversion Rate: **+15.8%**

ROSSMANN

Prefixbox Related Searches:
Revenue from search users: **+6.16%**
Conversion rate: **+6.76%**

CASE STUDIES

PREFIXBOX



Praktiker

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

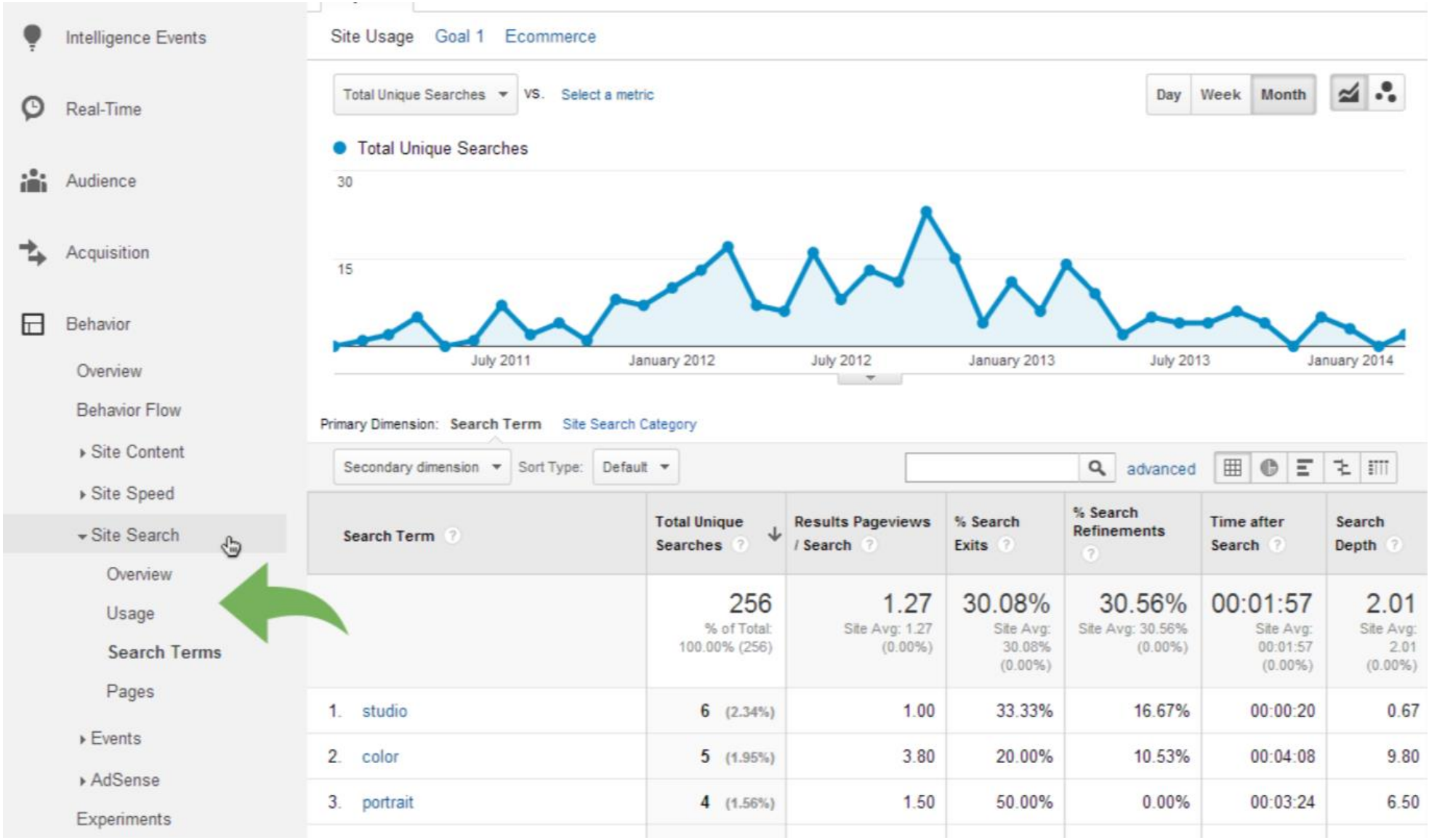
- Search user rate
- Revenue from search users
- Popular searches
- Popular products
- 0-result searches
- CTR and Engagement
- Top Product Clicks, Top Categories
- Attribute filter usage
- Paging, click positions, etc.

- **AUTOCOMPLETE ANALYTICS**
  - Positions
  - Top lists

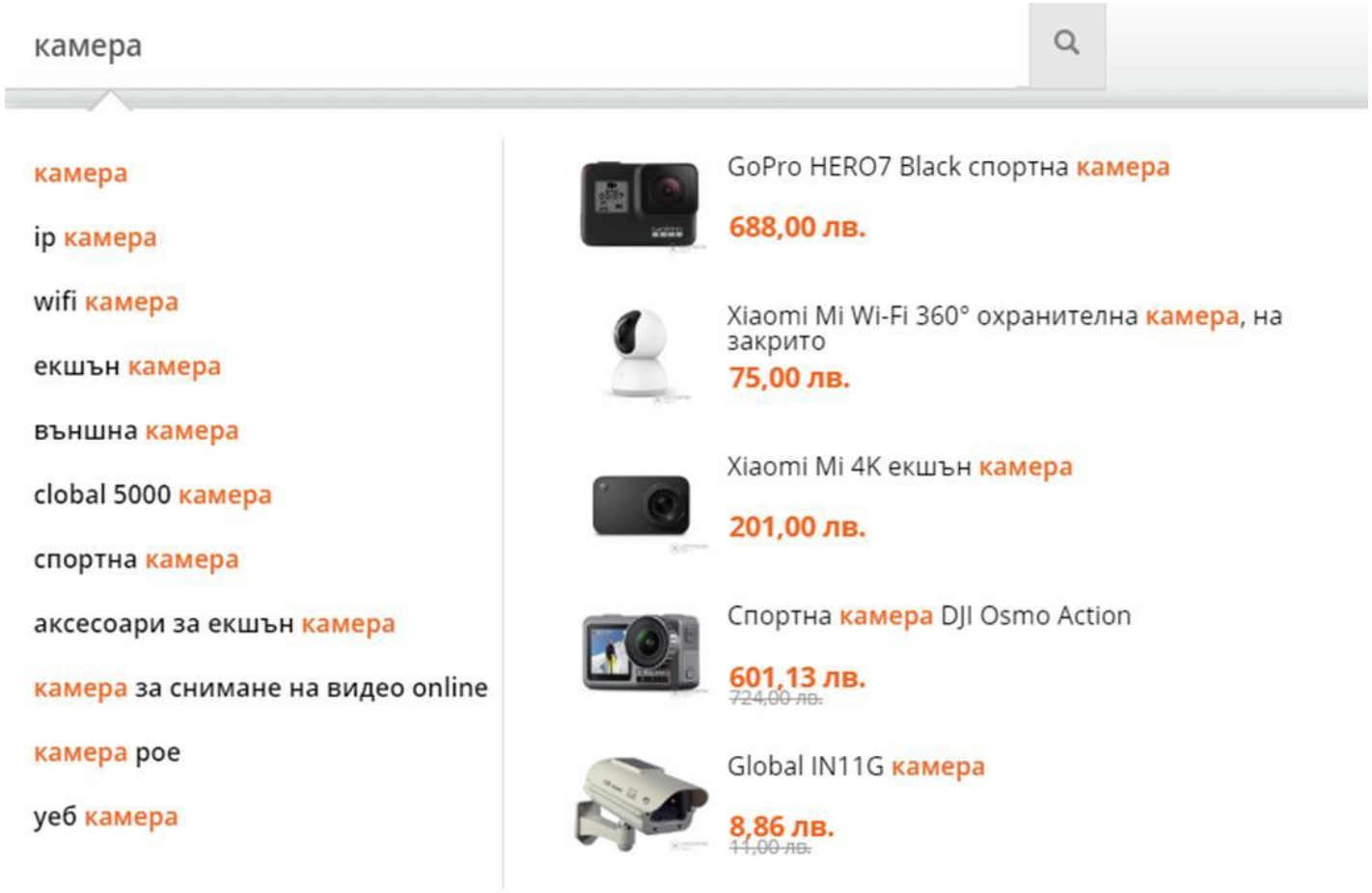
- **RELATED KEYWORD, PRODUCT ANALYTICS**
  - Popular Searches
  - Engagement

FREE PRODUCT

GOOGLE ANALYTICS – SITE SEARCH



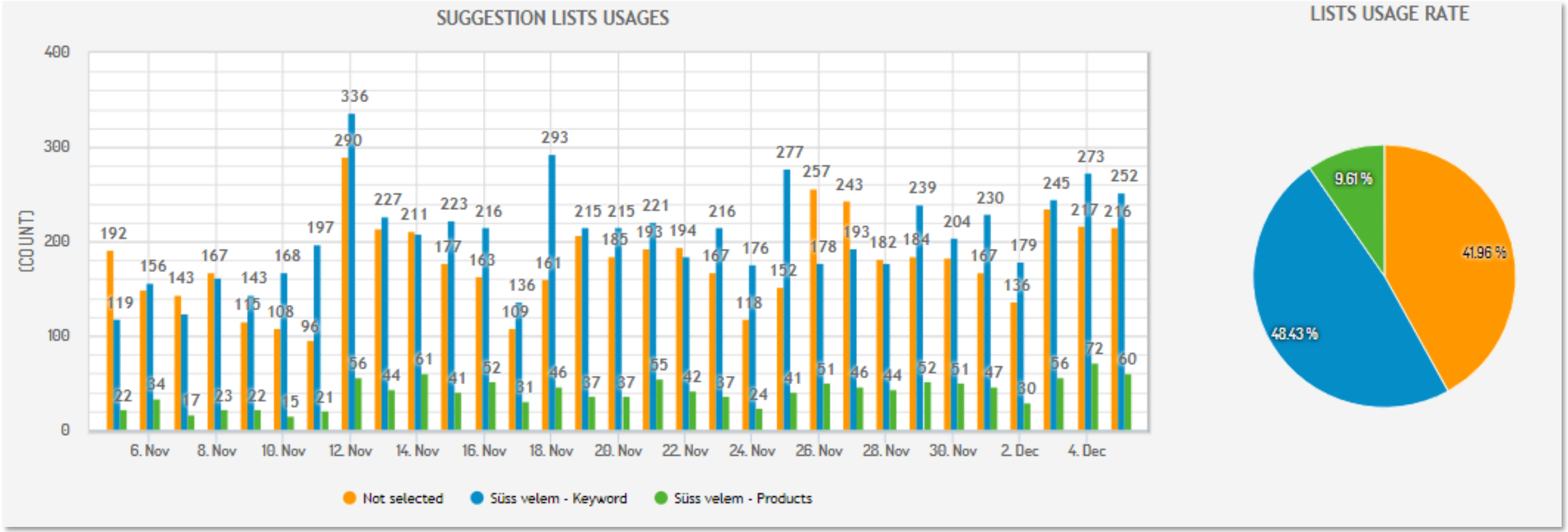
2. AUTOCOMPLETE



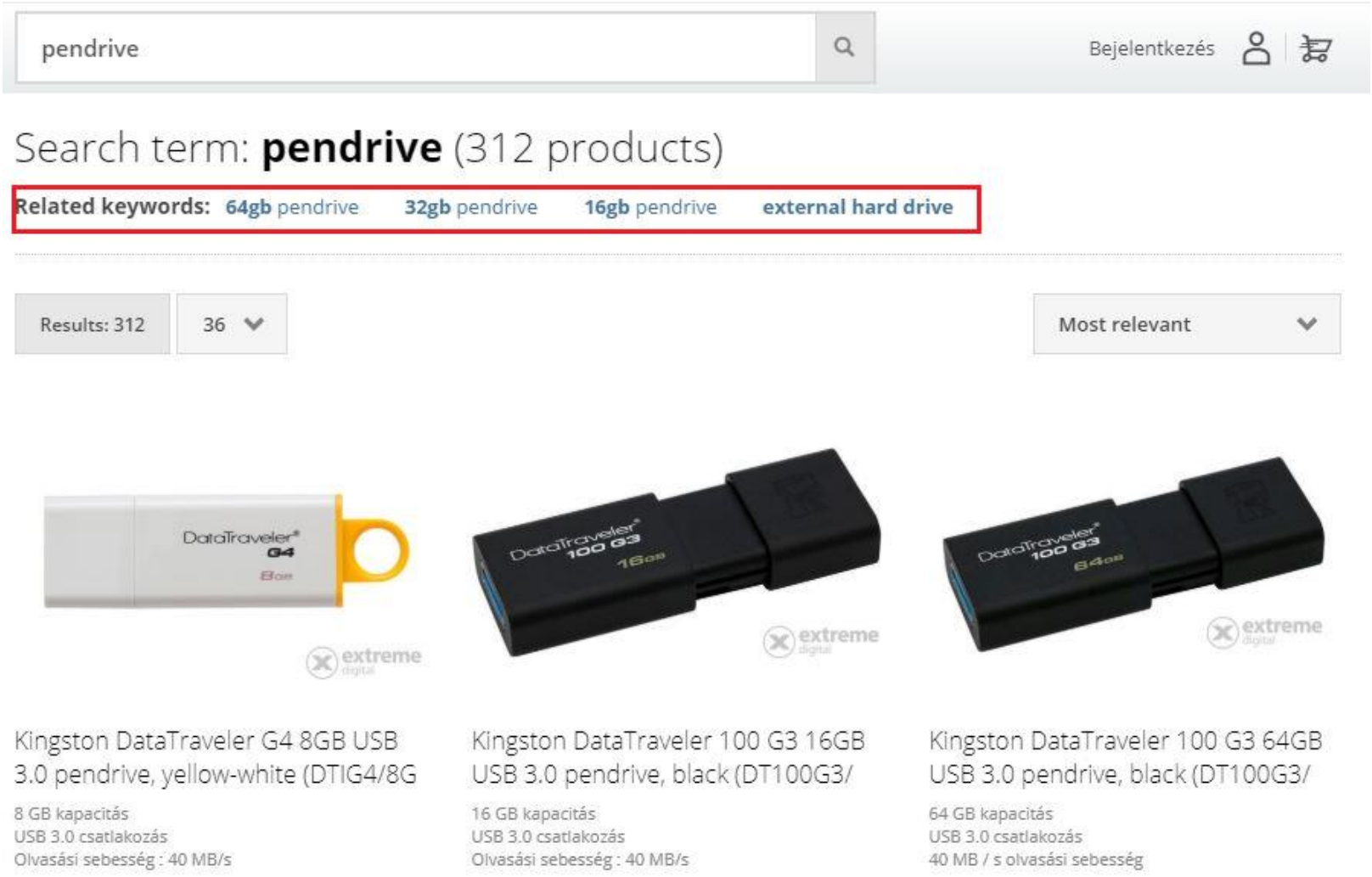
Rich AUTOCOMPLETE recommends popular products and keywords. It is typo-tolerant, lightning fast, personalized, and learns from user behavior.

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

AUTOCOMPLETE – SUGGESTION USAGE



3. RELATED KEYWORDS

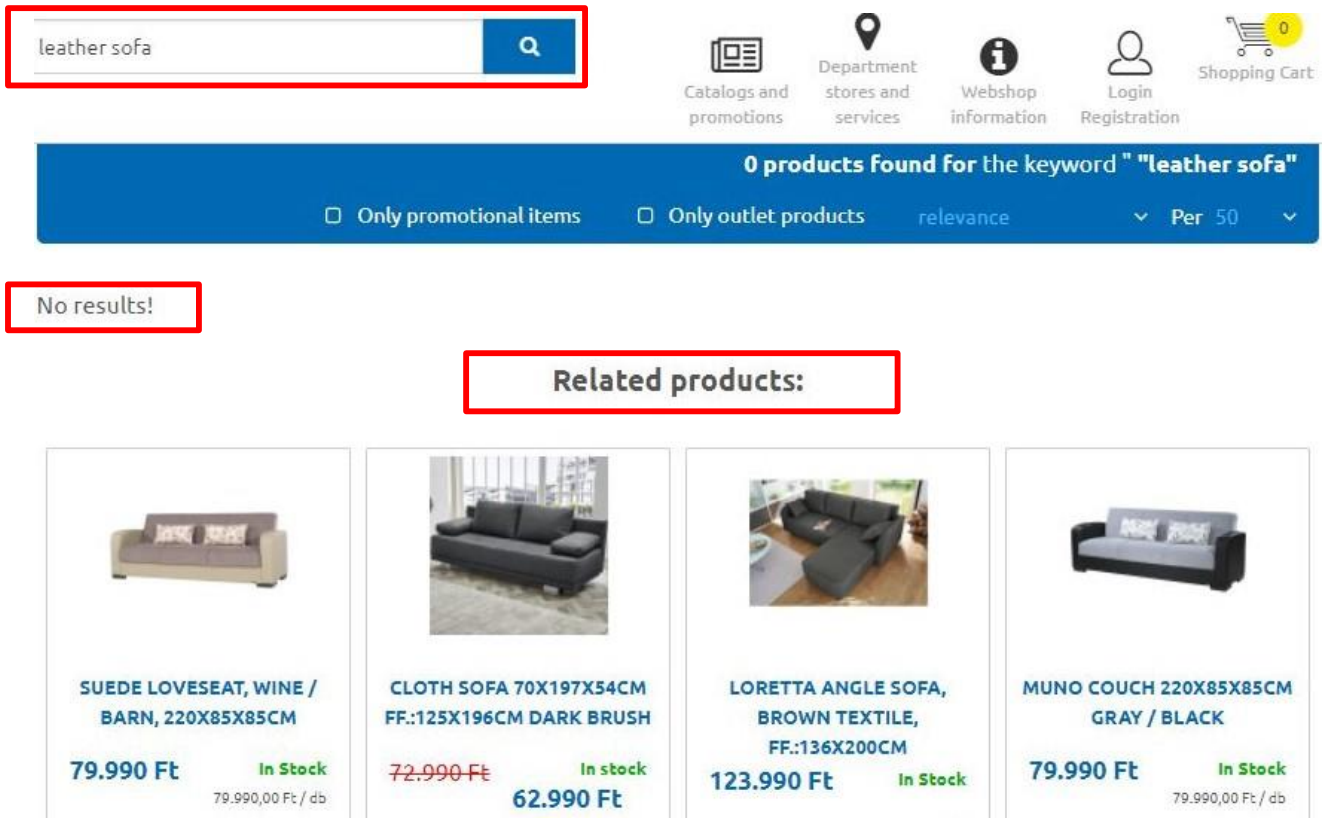


RELATED KEYWORDS help shoppers re-formulate their query with just 1 click on the Search Engine Results Page.

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

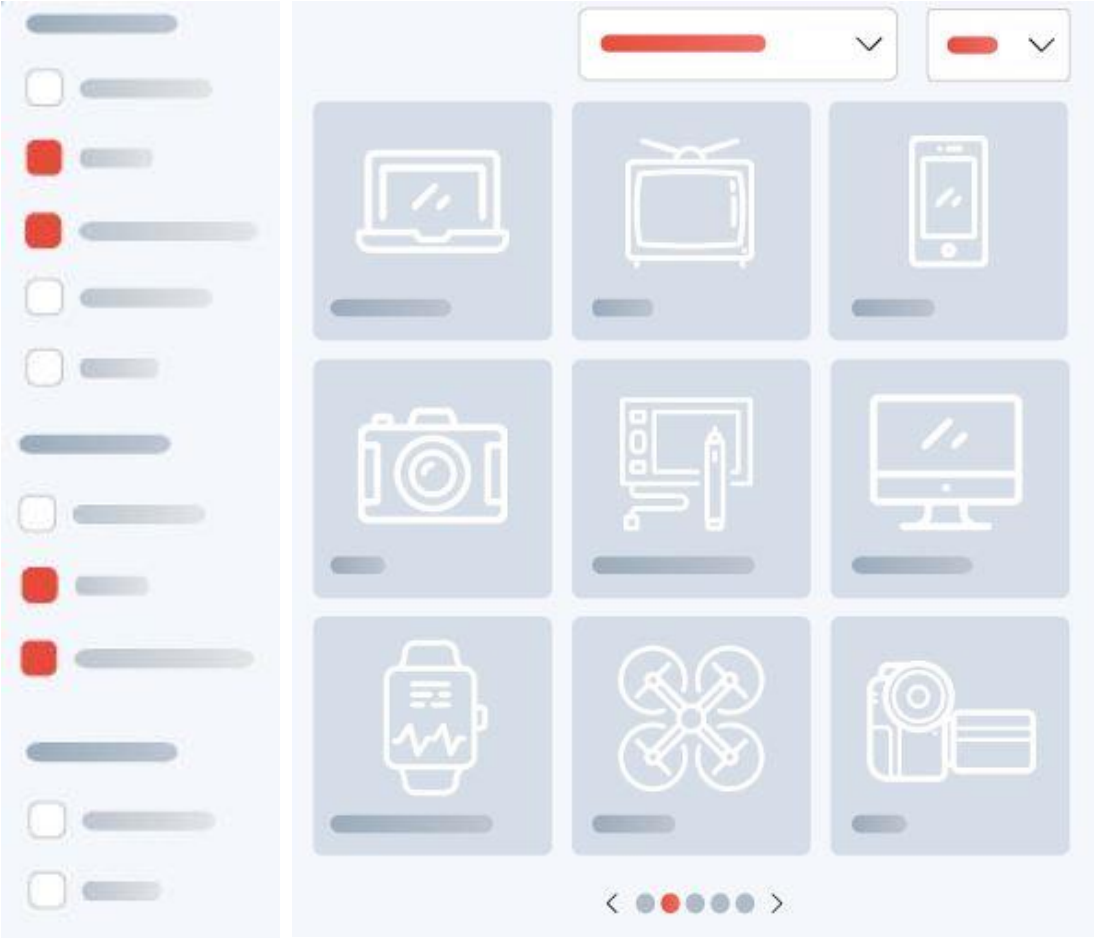


RELATED PRODUCTS helps shoppers navigate away from 0-result pages by providing product suggestions based off semantic relations. This is especially useful for long-tail search terms, which most search engines get wrong.

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

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

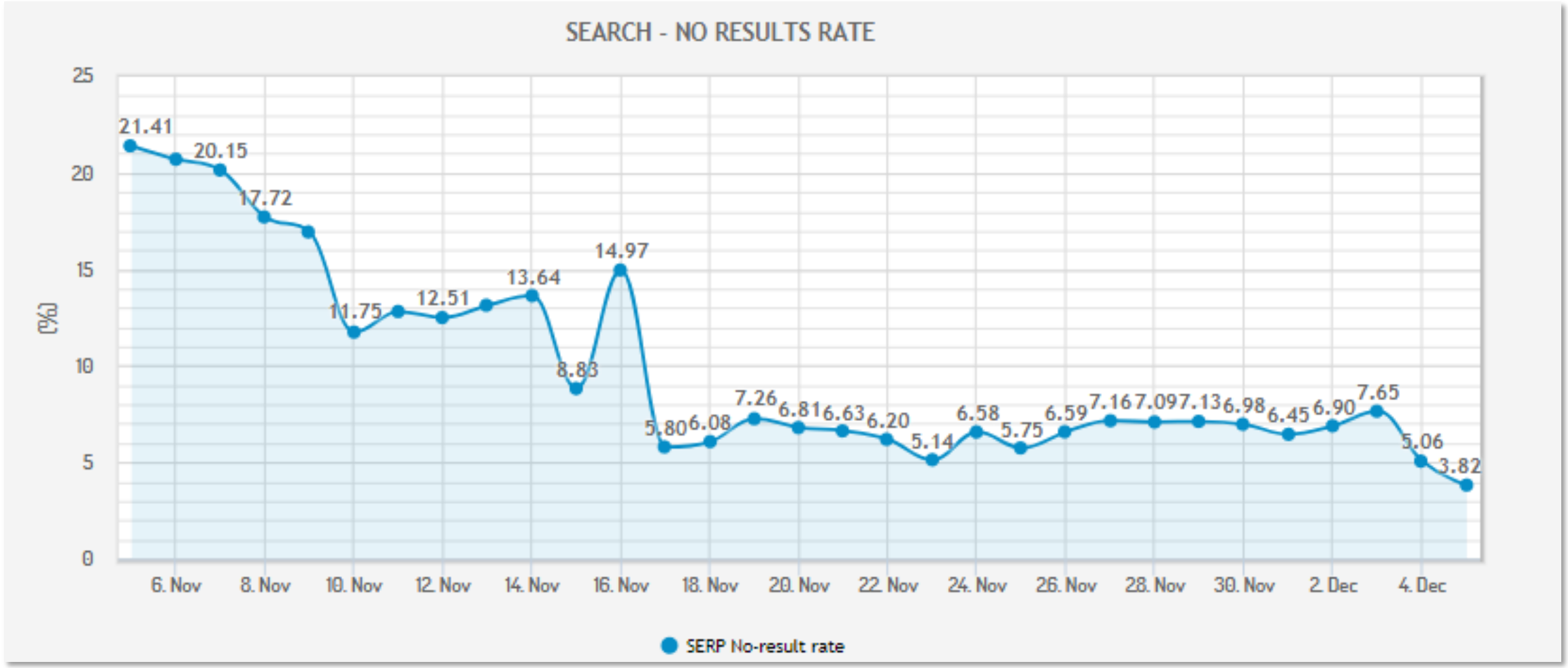
5. FACETED SEARCH ENGINE



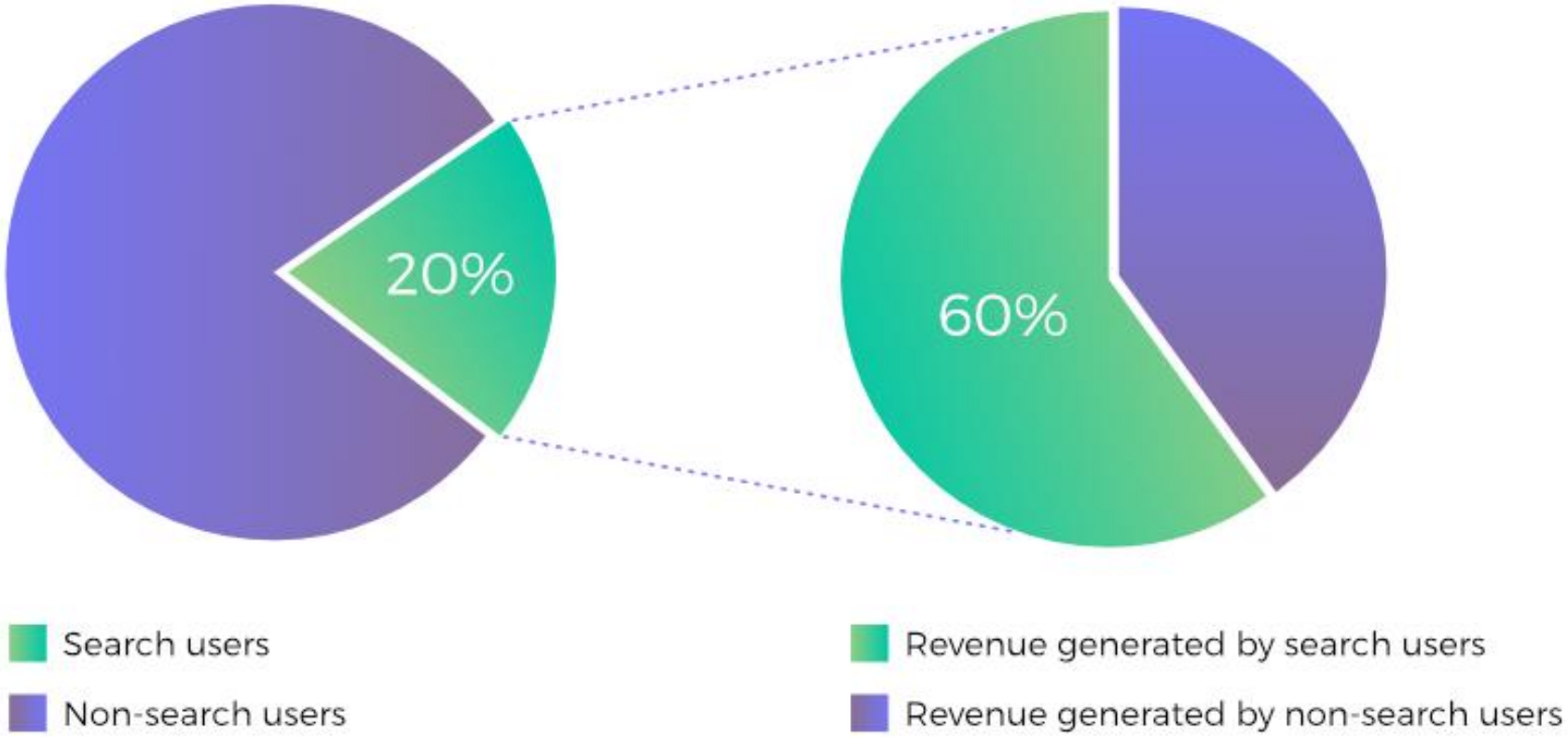
The **FACETED SEARCH ENGINE** accurately ranks products based on relevancy and popularity to ensure shoppers don’t have to scour the results to find what they’re looking for.

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

ELIMINATE 0-RESULT SEARCHES



INCREASE REVENUE FROM SEARCH



Praktiker

Industry: DIY

ROSSMANN

Industry: Drugstore

Auchan

Industry: FMCG (grocer)

extreme digital

Industry: Consumer electronics

JátékNet

Industry: Toys

BAUHAUS

Industry: DIY

tania ksiazka.pl

Industry: Books

cyfrowe.pl

Industry: Consumer electronics

HAPPY CUSTOMERS

PREFIXBOX

QUESTIONS?

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