



bloomreach

May Best Practices Webinar

Seasonal Success:
Merchandising Strategies to
Boost Your Summer Sales



Your Hosts



Sammy Schwartz

Senior Experience Strategist



Pooja Kapoor

Experience Strategist



Key Summer Holiday Dates

MAY 2024						
SUN	MON	TUE	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12 Mother's Day ☽	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	

JUNE 2024						
SUN	MON	TUE	WED	THUR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 Father's Day
17	18	19	20	21 First Day of Summer	22	23
24	25	26	27	28	29	30



Key Summer Holiday Dates

JULY 2024						
SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4 4th of July	5	6	7
8	9 Amazon Prime Days	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

AUG 2024						
SUN	MON	TUE	WED	THUR	FRI	SAT
	BACK TO SCHOOL			1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	30



Your BR Summer Prep Playlist

1

Review your optimization strategy:

- Review Last Summer's High Volume/Revenue Driving Queries
- Review Null Search Queries to Prevent Poor Customer Experiences
- Keep a pulse on trends throughout the season
- Tackle low hanging fruit optimizations
- Categories

2

Audience Targeting:

- Leverage Audiences to Boost Products Featured in Marketing

3

Leveraging new BR features:

- Numeric Attribute Include/Exclude Function
- Algo Weight Customization
- Group Merchandising

4

Start testing & learning **NOW** prior to Q4

- Build a hypothesis library
- Leverage Dashboard A/B Testing, Collections, Activities

Search: Review last summer's high volume queries to *proactively optimize for this year*

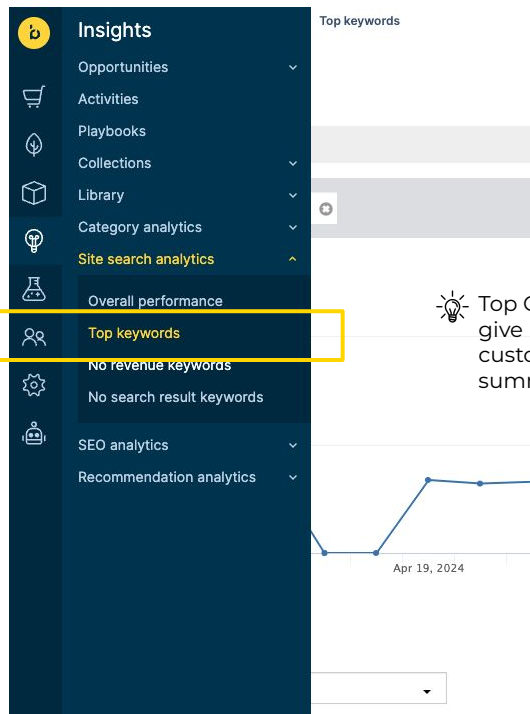
[BLOOMREACH DASHBOARD](#)[INSIGHTS](#)[SITE SEARCH ANALYTICS](#)[TOP KEYWORDS](#)[LEARN MORE](#)

Recommendations

Look into your most popular queries from last summer and see how the results look.

This gives you the chance to create ranking rules as needed to proactively improve results before your customer starts searching for these terms.

You might also find old ranking rules that are no longer relevant and could be hurting search



💡 Top Queries from last summer will give us a preview into how our customer may search this upcoming summer

Review your optimization strategy

Search: Review null search queries to **prevent poor customer experiences**

BLOOMREACH DASHBOARD



INSIGHTS



SITE SEARCH ANALYTICS



NO SEARCH RESULTS
KEYWORDS

[LEARN MORE](#)

Recommendation

Where possible, **use synonyms, add to recall, or redirect** to avoid serving your customer a null experience.

Pass along trending null search queries where you have an assortment gap to your buying team to try to respond to customer demand

If a query is truly null - make sure your null search page includes personalized, engaging content to encourage the customer to continue their journey on your site

Example: "Bolero"

Search result: "bolero"

We couldn't find a match for "bolero," but results for "boxer" are shown below

Solution: Create a synonym for bolero > shrug, cropped cardigan

(using whatever terminology matches the appropriate products in your catalog)



Null Search Queries can be a dead end for your customer - or they can be a springboard to keep them moving down the path to purchase

Review your optimization strategy

Search: *Keep a pulse on trends* through the season

[BLOOMREACH DASHBOARD](#)[INSIGHTS](#)[OPPORTUNITIES](#)[IMPROVE SITE
SEARCH](#)[LEARN MORE](#)

Recommendation

Leverage the trending searches reporting in Bloomreach Insights to stay on top of recent spikes in search activity

Check out **Queries With Highest Increase in Volume** report lives within Insights under the Opportunities section.

Compares the average number of searches for a term over the last 7 days against the 30 day average.

Trending searches can help identify:

- Assortment opportunities
- Products to be featured on the homepage or in email campaigns
- **The beginning of customer interest in a seasonal event**

Review your optimization strategy

Search: Review low performing query Insights to *tackle low hanging fruit*

[BLOOMREACH DASHBOARD](#)[INSIGHTS](#)[OPPORTUNITIES](#)[IMPROVE SITE
SEARCH](#)[LEARN MORE](#)

Recommendation

Insights reports like

- No Revenue Keywords
- Queries with the Highest Exit Rates
- Queries with No Product Clicks
- Low ATC Rate Queries

provide a ton of detailed information about underperforming queries

Low ATC Rate Site Search Queries

Query ▾	Visits ▾	ATC Rate (%) ▾	
moscato	235	0%	▾
pots	373	0%	▾
sleeper	216	0%	▾
rose	262	0%	▾
pot	516	0%	▾

[See More](#)

The Add to Cart Rate for a query is the average number of products added to cart from the search results of the query.

**Review your optimization
strategy**

Categories: Review low performing category Insights to *identify quick wins*

BLOOMREACH DASHBOARD



INSIGHTS



OPPORTUNITIES

IMPROVE CAT
NAVIGATION

LEARN MORE

Recommendation

After identifying the categories that need improvement from these reports, dig into categories deeper to find out why they are underperforming.

Address the issues and **create an Activity or A/B Test** to track the results of your actions

Insights > Opportunities > Improve category navigation

Account homeoasis.bloomreach.com

+ ADD ACTIVITY

Apr 13, 2024 - May 12, 2024

Filter page text...

Q |

- Lowest Converting Category Pages
- High Exit Rate Category Pages
- Categories with Missing Products
- High Exit Rate Site Search Queries
- Low Product Page Views Site Search Queries
- Performance of "product.product.ID"
- Performance of "page.Page_URL"
- Top Products
- Bottom Products
- All "query" Products

Category	Heading	Visits	Conversion After Rate (%)
116854	Planters	562	0%
116788	Custom Living Room Collections	487	0%
116789	Custom Dining Room Collections	461	0%
117200	Tim Tam	394	0%
117901	Small Space Bedroom	377	0%

See More

Category	Heading	Visits	Exit Rate (%)
117038	Barware	19,514	76.7%
117202	Torani Syrup	10,582	73.8%
117231	Beer	11,146	70.2%
116957	Frames	8,201	64.9%
116970	Knobs and Pulls	16,882	64.1%

See More

Review your optimization strategy



Your BR Summer Prep Playlist

1

Review your optimization strategy:

- Review Last Summer's High Volume/Revenue Driving Queries
- Review Null Search Queries to Prevent Poor Customer Experiences
- Keep a pulse on trends throughout the season
- Tackle low hanging fruit optimizations
- Categories

2

Audience Targeting:

- Leverage Audiences to Boost Products Featured in Marketing



3

Leveraging new BR features:

- Numeric Attribute Include/Exclude Function
- Algo Weight Customization
- Group Merchandising

4

Start test & learning **NOW** prior to Q4

- Build a hypothesis library
- Leverage Dashboard A/B Testing, Collections, Activities

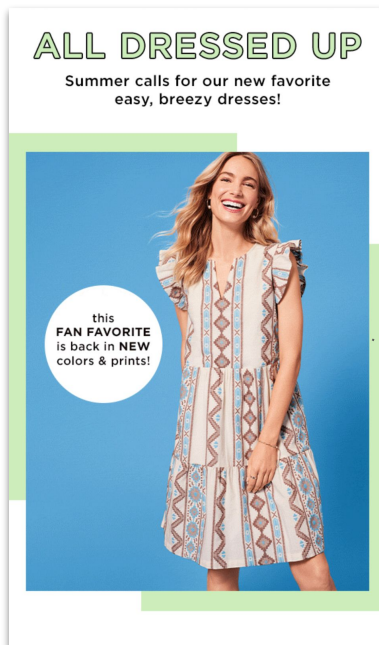
Utilize Audiences to Boost Products Featured in Marketing

[BLOOMREACH DASHBOARD](#)[MERCHANDISING AUDIENCES](#)[LEARN MORE](#)

Recommendation

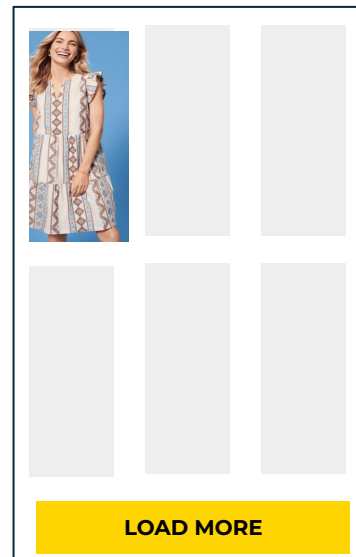
Your marketing team has created exciting and enticing creative material for the summer

Use Audiences to boost products featured in marketing to the customer who comes to your site through marketing channels



MARKETING CAMPAIGN

MERCHANDISED AUDIENCE



Leverage Audience Targeting

Creating an Audience

Navigate to the audiences tab in the dashboard

Merchandising audiences

Audience Setup

Give your audience a clear name

Audience Name

Summer Marketing Audience

Define Audience

-- select a dimension -- ▼

Search...

Device

Location

Not seen in X days

Not seen since X date

Referral URL

URL

Select your match type
(Is / Is Not / Contains / Does
Not Contain)

-- select a match type -- ▼

Add your dimension value
(the actual device, location,
URL, etc)

-- select dimension value -- ▼



Select your dimension(s) to define your audience by

You can add additional dimensions to create more complex audiences (like device + referral URL to provide a different experience to a mobile user coming from social media)



Your BR Summer Prep Playlist

1

Review your optimization strategy:

- Review Last Summer's High Volume/Revenue Driving Queries
- Review Null Search Queries to Prevent Poor Customer Experiences
- Keep a pulse on trends throughout the season
- Tackle low hanging fruit optimizations
- Categories

2

Audience Targeting:

- Leverage Audiences to Boost Products Featured in Marketing

3

Leveraging new BR features:

- Numeric Attribute Include/Exclude Function
- Algo Weight Customization
- Group Merchandising



4

Start test & learning **NOW** prior to Q4

- Build a hypothesis library
- Leverage Dashboard A/B Testing, Collections, Activities



Numeric Attribute Include/Exclude

Numeric Attribute update now includes a new functionality that improves the experience of creating ranking rules using numeric attribute values.

Example Use-Cases:

- **Exclude products with low prices**
 - Exclude operation to exclude products where the numeric attribute price value is lower than \$X.
- **Include only products that are new**
 - Include Only newly launched products. Here, Newness is equal to "0" implies all products that have that value are treated as new.
- **Include only products launched after a certain date**
 - Only operation products launched after a certain date. Here, we use the Newness Date attribute and specify the date's numeric value. The result set will include only products with a date value higher than the specified number.
- **Exclude products with low ratings**
 - Exclude products where the value of the numeric attribute Average Rating is lower than X.
- **Exclude products that are too low in the inventory**
 - Exclude products where the value of the numeric attribute inventory_level is lower than X. This means that products with less than X units of inventory will be excluded from the results.

Numeric Attribute Rules

Operation — Exclude ▼

price

Condition

Is in between ▼

Min 20 - Max 30

Numeric Attribute Rules

Operation + Include Only ▼

price

Condition

Is equal to ▼

Value i

Numeric Attribute Include/Exclude Function

Best in Class Use Case ✨

Use Real Time Customer Segments to create ranking rules to include/exclude certain price ranges depending on customer segment.

So your “deal hunter” can see lower priced products on a given PLP, while your “luxury shopper” is not seeing products below a certain price point on the same PLP.

Be sure to action this on strategic PLPs - in this example, we could apply these rules to a curated page such as “Summer Dresses Edit” but likely would not want to exclude anything from “Shop All Dresses”

red dress



Deal Hunter

red dress



Luxury Shopper

Leveraging new
Bloomreach features



Algo Weight Customization



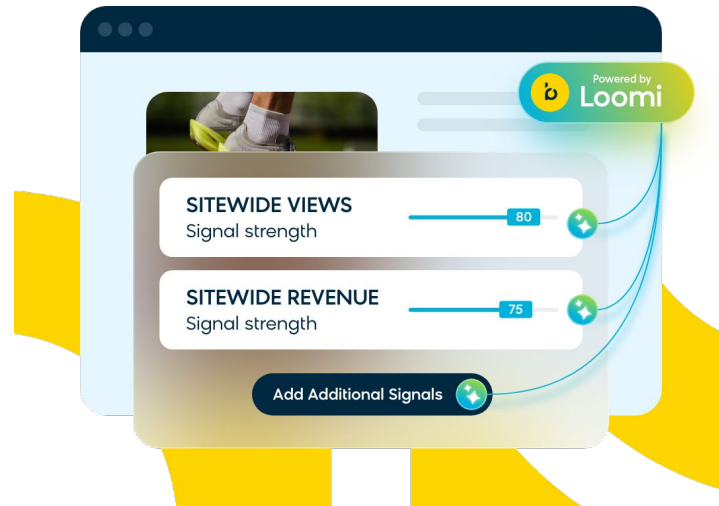
Gain full control over the ranking algorithms powering your search and category pages with the ability to select signals and assign their weights for ranking on all or specific search and category pages.

Key Benefits

- More customized algorithms that utilize the key signals important to your business
- Greater control over the algorithms that power your ranking results directly in the dashboard

Use Cases

- Define weights for signals (sitewide views, conversions, ATC, and revenue) for search or category pages.
- Replace default ranking algorithm with a customized algorithm for search or category pages





Group Merchandising

Improve product discoverability and drive conversions with the ability to merchandise groups of products based on brand, color, or any other attribute.

Group Merchandising now expands the scope of Dynamic Grouping by allowing teams to merchandise the created groups.


Recommendation

Use Group Merchandising to showcase your summer collection by grouping the products together with a Collection or Seasonal Campaign attribute.



Group-by : Color

1 BLACK



Wood and Metal Henley Dining Table

\$292.41

ATC 18.6% RPV 18.6% CR 0%

OPERATIONS ⓘ


↑ Boost to top

↓ Bury to bottom

⛔ Block

+12 Products

3 NULL



Wood and Metal Henley Dining Table

\$292.41 ID 1444590893

ATC 18.6% RPV 18.6% CR 0%

+57 Products



Your BR Summer Prep Playlist

1

Review your optimization strategy:

- Review Last Summer's High Volume/Revenue Driving Queries
- Review Null Search Queries to Prevent Poor Customer Experiences
- Keep a pulse on trends throughout the season
- Tackle low hanging fruit optimizations
- Categories

2

Audience Targeting:

- Leverage Audiences to Boost Products Featured in Marketing

3

Leveraging new BR features:

- Numeric Attribute Include/Exclude Function
- Algo Weight Customization
- Group Merchandising

4

Start test & learning **NOW** prior to Q4

- Build a hypothesis library
- Leverage Dashboard A/B Testing, Collections, Activities





Hypothesis Library

A library of activities that we can explore to learn more about our consumers who leverage search in the product discovery journey.

The Problem

What are we looking to solve?

What Learning Objectives Does This Support?

DELIVER BEST RETURN	IMPROVE SEARCH CONVERSIONS
IMPROVE SEARCH BOUNCE RATE	PERSONALIZATION
ELEVATE THE USER EXPERIENCE	IMPROVE STOCK/INVENTORY EXPERIENCE
IMPROVE ADD TO CART RATE	BOOST/BURY ACTIVITIES

Hypothesis

The hypothesis forms the backbone for the test. Through testing we will prove or disprove our assumptions

Learning Question:

Methodology

- Control: Default Algo:
- Test Bucket A:
- Test Bucket B:

Measurement

Primary KPI: What are the most important KPIs to solve this problem
Secondary KPI: What are metrics not as important to measure but are related and worth tracking
Other **measures of success:**

Dependencies/Risk

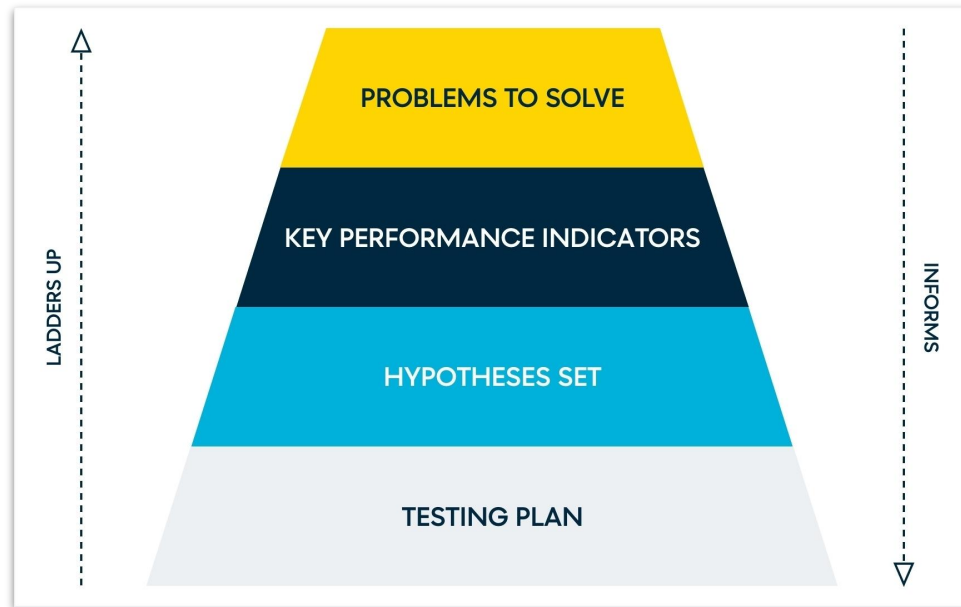
Anything happening that could have a positive or negative impact on this test

Start testing & learning
NOW prior to Q4



What to Test

1. Redirects
2. Search Ranking Rules
3. Global Rules
4. Attributes
5. Content
6. Promotional Strategies



Bloomreach Article: [Why You Should Test in to Your Merchandising Strategy](#)

Start testing & learning
NOW prior to Q4

4



Start *testing & learning* prior to Q4

Test Setup

Cancel Save As Draft Activate

Test Name

1 Test Traffic Allocation

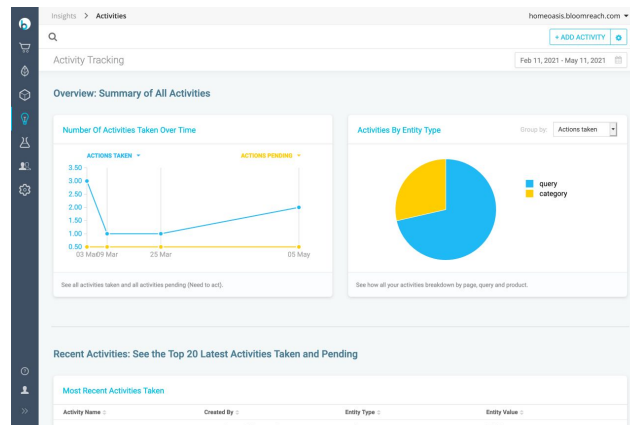
Select the percentage of traffic that should be included in this experiment. Set a high traffic allocation to gather data and reach statistical significance more quickly.

100% Included in test. 0% Excluded from test.

2 Test Bucket Setup

Select the rule variant(s) that you would like to test. By default, we distribute traffic evenly across all test buckets to minimize bias.

Select Test Variants



1. Dashboard A/B

Calculates the KPIs for the control and variant of an experience over the same timeframe.

2. Collections

Create a group of queries, brands, categories, pages or products and have Bloomreach **auto-track** the collective performance of this grouping

3. Activities

Activities allow you to do a **pre-post analysis** of any activity (changes) that you have made on your site

Activities can be measured on the category, query, product or page level.



Thank you!