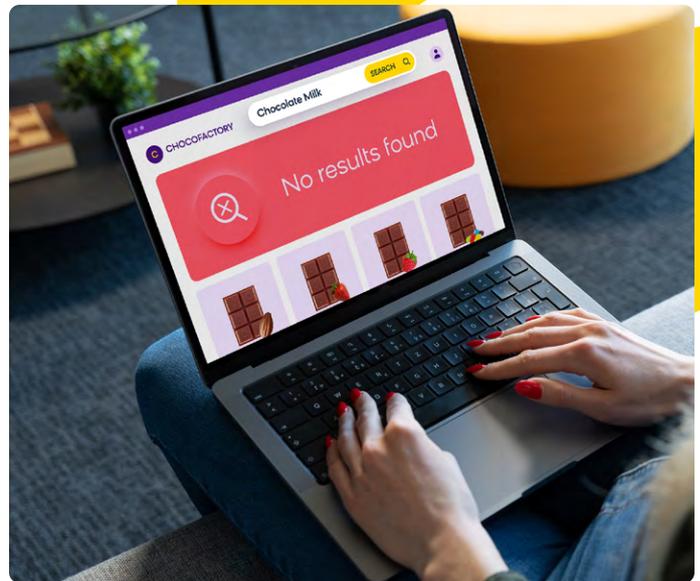


# How Impactful Is Your Search Experience?

Site search isn't just crucial to the customer experience, it's crucial for your bottom line. The 15% of your visitors using the search bar on your site today should account for 45% of your revenue. If you're seeing anything less, it's time to consider a new search solution.

Use the checklist to see if your search is driving business results and impacting revenue or if it's holding your business back from unlocking substantial revenue growth.



## 🎯 Relevance

Search is returning relevant results from a term (ex. Chocolate milk)

Site search is reliable, and works when our customers need it (peak season, sales, etc)

Broken search experience is a thing of the past

Products are ranked appropriately based on the learned intent behind all queries, balancing both learned ranking data and relevance

Provides relevant search results even with spelling mistakes, or synonyms

Able to remove unwanted terms from a query that may typically result in a #nullresult set

## 📈 Online Revenue Growth

Proven repeated capacity to drive ongoing revenue through the search bar

Advanced merchandising features, leaving you room to optimize for your business goals

Automated intelligence that scales as your business grows to deliver RPV lift

Can leverage commerce data + customer data to better the product discovery experience, and improve conversions + increase revenue

## 👤 Personalization

Can personalize the experience by surfacing items that personally speak to the individual customer, in turn delivering a successful customer experience

Personalized ranking rule: can target search rules based on numerous attributes

Segment-based personalization is established for customers who haven't clicked around on the site enough for 1:1 personalization to kick in

## 🧠 Semantic Understanding

Easily adapts to the evolution/nuances of human speech

Search bar is capable of identifying words and separating product types from attributes so there will never be a mix-up between "chocolate milk" and "milk chocolate"

Capable of carrying out search synonyms, and auto-suggest, ensuring that new products are discoverable

Autosuggest is constantly learning the voice of the customer, and reacting to trending terms + products, and suggesting those that are most commonly displayed to users

Machine Learning + NLP is at the core of our search experience, allowing for a better understanding of the seeker's intent

Automation/AI handling the majority of queries

## Your Self Assessment Score is:

17+

### Spot on!

Wow. Looks like you are making the most of the capabilities available to you, and have created a robust site search experience for your customers. Bravo!

9-16

### Time to refine!

You are getting what you can out of your site search, but you still may be losing revenue due to your site search bar. Small changes can really impact the bottom line revenue!

0-9

### Your search needs help!

Your search is in need of a little boost. While some capabilities are functioning as they should, the lack of functionality may be causing you to lose out on revenue in the search bar.