



Crafting Amazing Product Discovery



What makes an amazing cocktail?

Balance

Sweet

Salty

Acidic

Spicy

Presentation



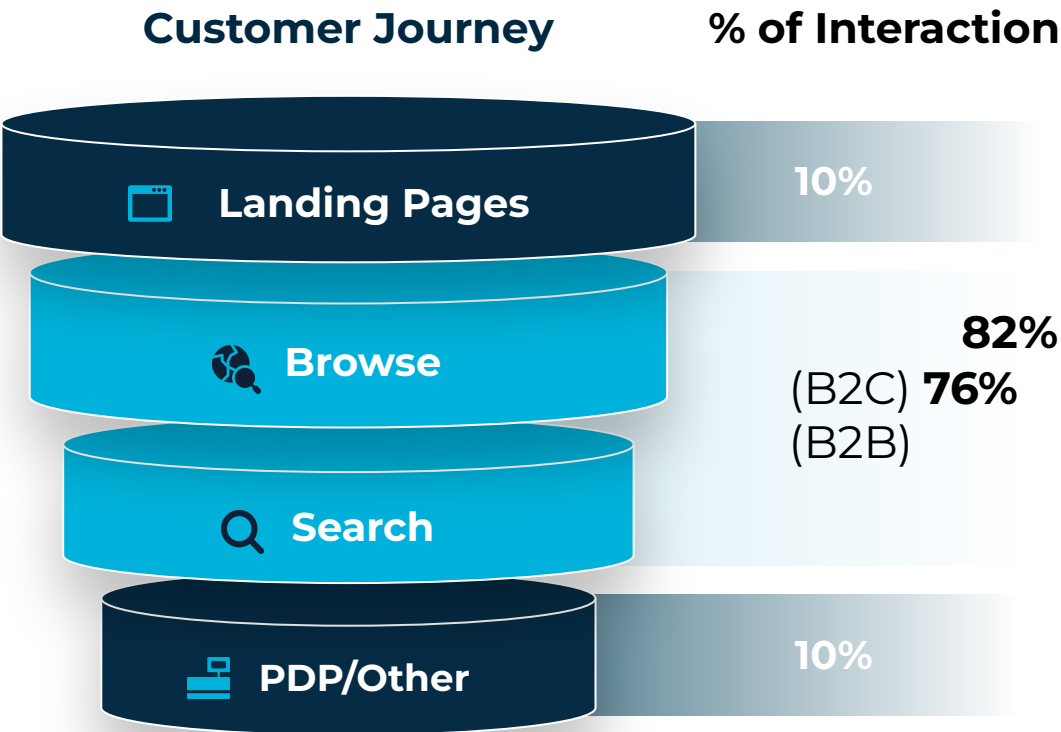
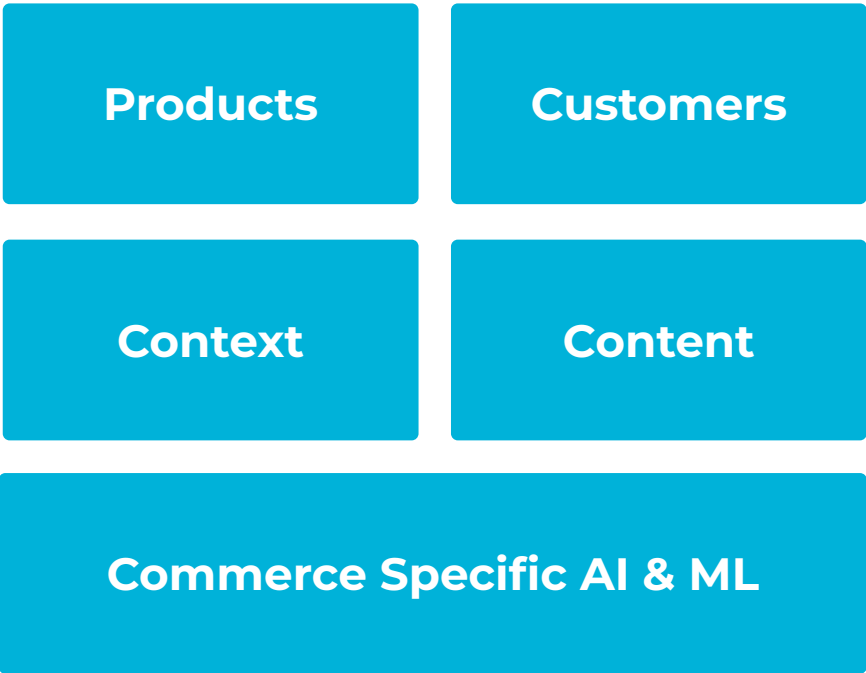


The **5** Ingredients for Amazing Product Discovery



5 Ingredients for Amazing Product Discovery

Rich understanding of...





1. Rich Understanding of Product





Understanding Products

Does your technology understand the difference between these two searches?

Margarita

Product



Margarita Mix

Style

Product



Semantic Understanding

To bridge gaps in product data and manage complex customer queries, you need semantic understanding

Analysis of
your products

Stone Buenaveza Salt & Lime Lager



Stone Buenaveza

Style Brand

Salt & Lime

Ingredient

12 pack

Volume_Unit

Lager

Product

Analysis of
your
customers'
queries



2. Rich Understanding of Customer Signals





Customer Preferences vs. Best Sellers

Optimizing for revenue and best sellers is not one-size-fits-all. Hard Seltzers may be bestsellers on your site, but this doesn't mean it should rank well for "tequila." A customer is more likely to convert when the results are relevant to their search.

Typical

 TRULY Hard Seltzer Lime (6PKC 12 OZ) ★★★★★ (2) \$9.99 CLUBBEV! \$10.99 6pkc 12 oz ADD TO CART CHECK NEARBY STORES	 TRULY Hard Seltzer Grapefruit (6PKC 12 OZ) ☆☆☆☆☆ (0) \$8.99 CLUBBEV! \$10.99 6pkc 12 oz ADD TO CART CHECK NEARBY STORES	 TRULY Hard Seltzer Citrus Mix Pack (12PKC 12 OZ) ★★★★★ (7) \$16.99 CLUBBEV! \$18.99 12pkc 12 oz ADD TO CART CHECK NEARBY STORES
 Senorita Silver Tequila (1.75 LTR) ★★★★★ (2) \$18.99 CLUBBEV! \$27.89 1.75 ltr ADD TO CART	 Los Rijos 100% Anejo Tequila (750 ML) ★★★★★ (1) \$24.97 CLUBBEV! \$49.89 750 ml ADD TO CART Gift Wrap Options	 Volcan De Mi Tierra Tequila Anejo Cristalino (750 ML) ★★★★★ (1) \$49.97 CLUBBEV! \$79.99 750 ml ADD TO CART Gift Wrap Options

Amazing

 Don Roberto Plata Tequila 750ml ★★★★☆ 12 reviews \$34.99 Pick Up In Stock Delivery Available Add to Cart ♡	 Don Roberto Reposado Tequila 750ml ★★★★☆ 8 reviews \$39.99 Pick Up In Stock Delivery Available Add to Cart ♡	 El Padrino Blanco Tequila 750ml ★★★★★ 398 reviews \$22.99 \$25.99 LIMITED TIME SPECIAL Pick Up In Stock Delivery Available Add to Cart ♡
 Don Roberto Anejo Tequila 750ml ★★★★☆ 14 reviews \$44.99 Pick Up In Stock Delivery Available Add to Cart ♡	 Patron Silver 750ml ★★★★★ 75 reviews \$38.99 Pick Up In Stock Delivery Available Add to Cart ♡	 3 Amigos Organic Blanco Tequila 750ml ★★★★★ 93 reviews \$33.99 Pick Up Limited quantities may be available in store. Not available for online purchase. Delivery Out of Stock. Nearby Stores ♡

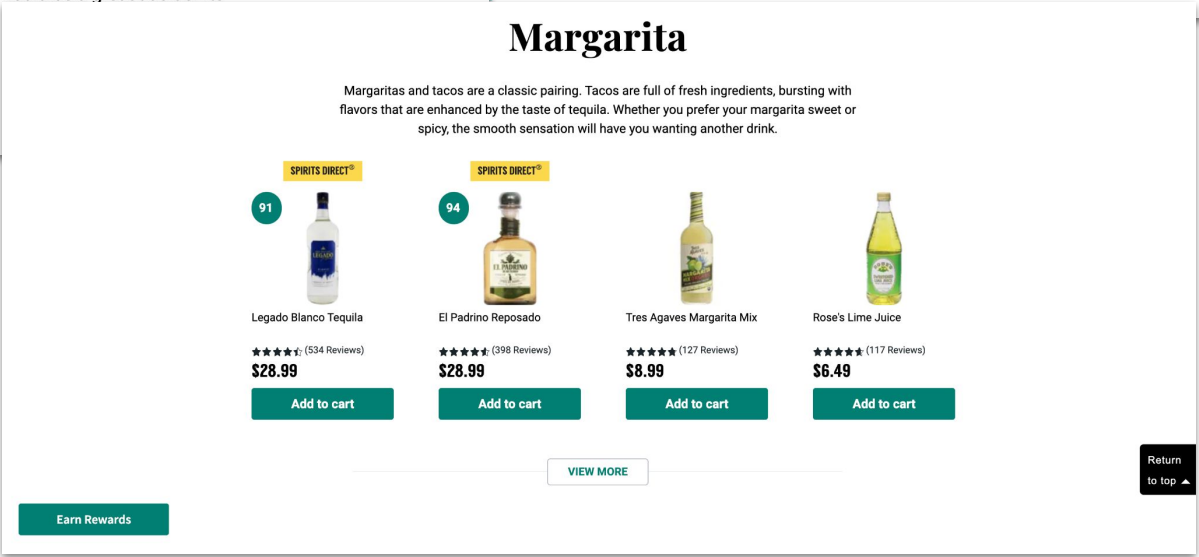
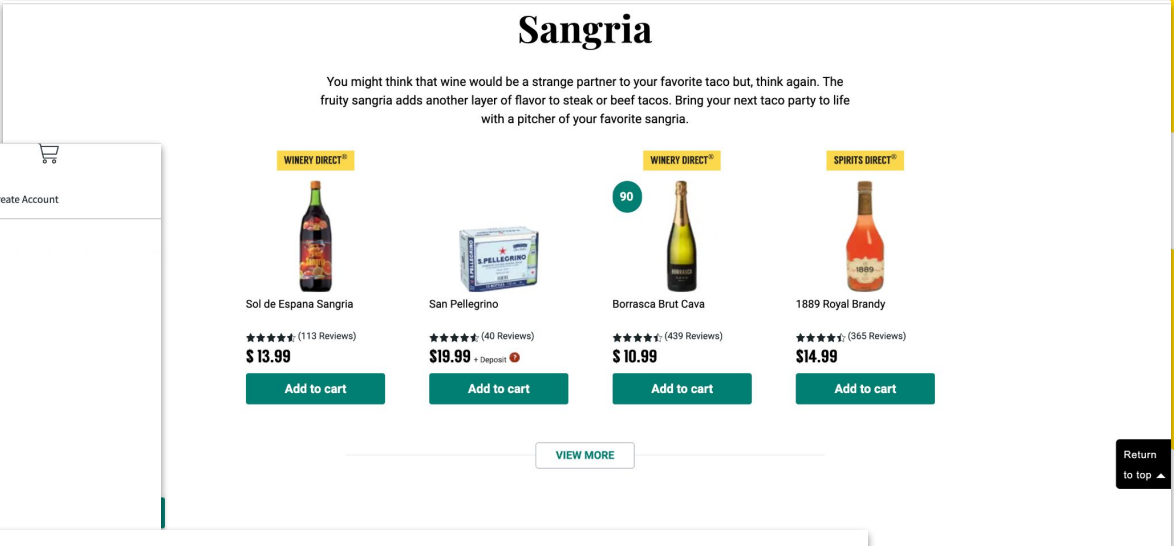
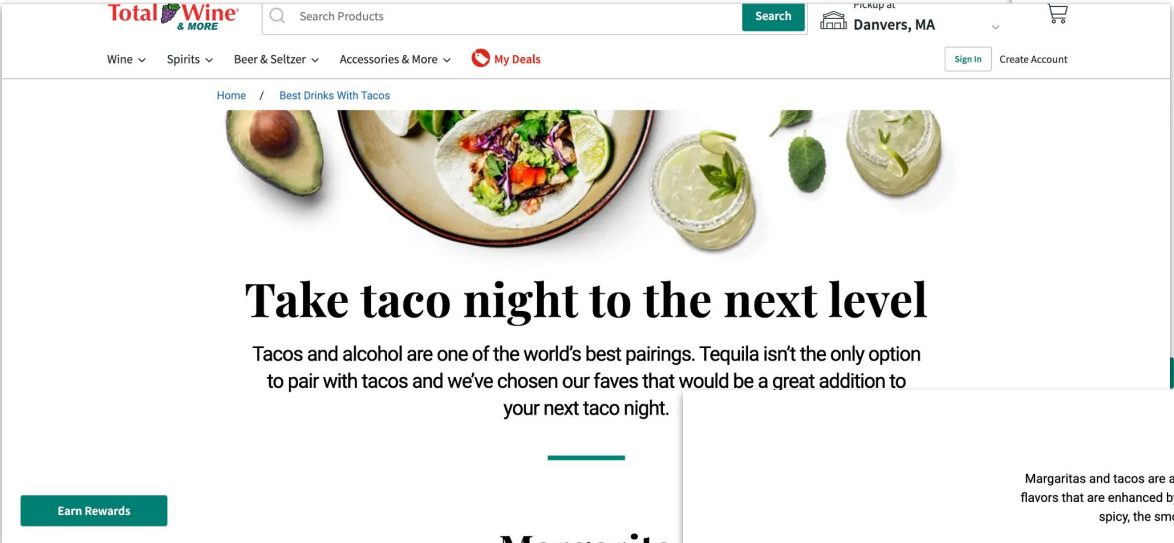


3. Rich Understanding of Content





Using Content Within The Experience



4. Rich Understanding of Context



Relevance by Customer Segments

Here, a search for “mexican beer” on a typical site returns products that are popular, but out of stock in nearby stores. A better experience is one that automatically ranks in-stock products first, according to the customer’s location.

Typical



Crooked Can Beer, American Ipa,
High Stepper

6 - 12 fl oz (355 ml) cans

+ Add to list

Amazing



Dos Equis Ambar
12pk-12oz Btls

★★★★☆ 202 reviews

\$13.99

+ Deposit ⓘ

Pick Up In stock
Delivery Available

Add to cart



Stone Buenaveza Salt & Lime Lager
12pk-12oz Btls

★★★★☆ 21 reviews

\$13.99

+ Deposit ⓘ

Item not available at your location
Pick Up In stock
Delivery Available

Add to cart



Corona Extra
12pk-12oz Btls

★★★★☆ 3246 reviews

\$14.99

+ Deposit ⓘ

Pick Up In stock
Delivery Available

Add to cart





Relevance by Customer Segments

One common challenge for buyers, especially within distinct segments, is that the search results can be very different by use case. Here, a search for “Tequila” on a typical site returns a set of outdoor gloves, which are irrelevant for both tequila connoisseurs and cocktail drinkers.

Typical

 Tequila Corralejo Tequila Reposado 750 ml + Add to list	 HERRADURA Tequila Silver Tequila, Silver Tequila 750 ml + Add to list
 Tequila Corralejo Tequila, Silver 750 ml + Add to list	 El Jimador Silver Tequila, Silver Tequila 1.75 lt + Add to list

Amazing

Segment: Tequila Connoisseurs

Segment: Tequila Cocktail Drinkers

Top Tequilas for sipping

From blanco to añejo, these finely crafted Tequilas were made to be savored one smooth sip at a time.



El Padrino Extra Añejo
★★★★ (29)
\$79.99

Brick-oven roasted 100% blue agave lends a sweet, mellow flavor. Slow-fermented and distilled in copper-rimmed pot stills for coconut and oak flavors with hints of vanilla.

Add To Cart View Details



Don Roberto Extra Añejo
★★★★ (38)
\$149.99

Made with estate-grown agave and volcanic mineral water, this Añejo is aged in white oak barrels for sweetness. Balanced blend of chocolate, dried fruit with a buttery finish.

Add To Cart View Details



Painted Donkey Spicy Ranch Water
6pk-12oz Cans
★★★★☆ 23 reviews
\$14.99

Pick Up In stock
Delivery Available

Add to cart



Cutwater Tequila Lime Margarita
4pk-12oz Cans
★★★★☆ 78 reviews
\$12.99

Pick Up In stock
Delivery Available

Add to cart



Painted Donkey Watermelon Margarita
6pk-12oz Cans
★★★★☆ 20 reviews
\$14.99

Pick Up In stock
Delivery Available

Add to cart



5. Commerce-Specific AI & ML



Bloomreach Data & AI



5-15%+
Gains in Revenue
per Visit



25%+
Increase in Add
to Cart Rate



30%+
Boost in
Team Efficiency

Product Data

The semantics of
product catalogs
and attributes



Customer Data

What people search and
browse for, the context
of their discovery
(application, need).
Significantly enhanced
by a first party Customer
Profile (CDP)

Commerce-Specific AI

Bloomreach built algorithms optimized
for revenue and other KPIs. Affinity
models that map people to products
uniquely enhanced by AI

**27 AI/ML patents focused of understanding product and customer data
engineered to drive commerce business outcomes.**



Thank you for joining us!

Connect with us anytime

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