

July Best Practices Webinar

Mid Year Review:
Strategies to Set You Up for
Success in H2

Your Hosts

Featuring
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Mid Year Review Checklist ✓

1

Audit Global, Query, & Category Ranking Rules

- Ensure there are no old rules hindering site performance
- Ask BR Support for export of existing rules
- Make sure the global rules you have in place are assisting in reaching your overarching business strategy and goals

2

Review Existing Synonyms & Assess Need for New Synonyms

- Identify queries that could benefit from expanded results
- Review synonyms created previously to address lack of results and evaluate if they are still beneficial

3

Assess Redirects Currently in Place

- Are they redirecting to optimal landing pages?
- Are any redirecting to pages that no longer exist?
- Are there any redirects that can/should be going to natural search results instead?

4

Leverage Newest Bloomreach Features

- Use Dynamic Categories to build new PLPs with ease
- Easily create landing pages for new categories and curated experiences



Audit Global, Query, & Category Ranking Rules

At this point in the year, you've probably created many ranking rules. Right?



Audit Ranking Rules

Long time Bloomreach clients are seeing **~18% lift** in CVR from cleaning up old merchandising rules

QUESTIONS FOR YOU:

Are there any old products pinned in place that are on clearance, low on inventory, or out of stock?

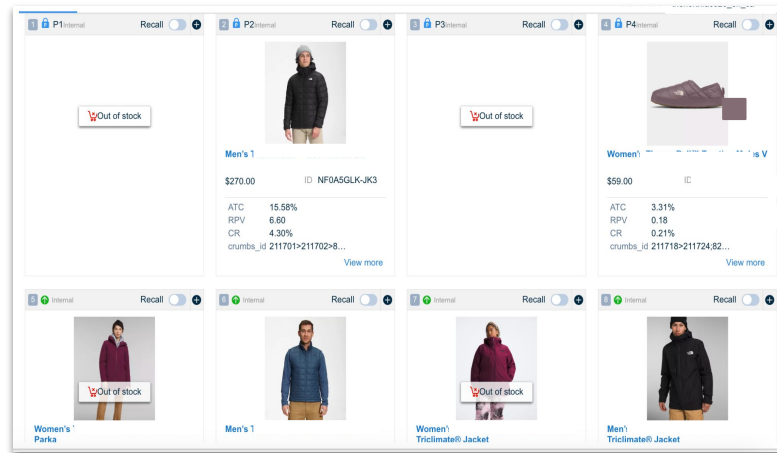
Do the attribute boosts in place still align with overall site goals and strategy?

Example: old rule is boosting Newness, but current strategy focuses on Best Sellers

How many of your top search queries include manual merchandising?

What % of revenue makes up all the categories and queries with old rules

How many of your rules were updated 1+ year ago?



Ensure there are no old rules hindering site performance

Audit Ranking Rules

Ensure there are no old rules hindering site performance

Recommendations

1. Ask the Bloomreach support team for an export of your Ranking Rules to easily review all of your rules at once
2. Start with rules that have not been updated in 6+ months and rules utilizing product level boosts & locks, which are most likely to be outdated
3. Review your global rules to ensure they are still aligned with your overall strategy

Id	Queries	Query Type	Match Type
1288734	sandals womens	sitesearch	EXACT_MATCH
1288735	paul mitchell	sitesearch	EXACT_MATCH
1288736	st johns bay womens pants	sitesearch	EXACT_MATCH
1288737	cooks cookware sets	sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH
	mens boots,womans boots,women boots,woman boots	sitesearch	EXACT_MATCH
	plus	sitesearch	EXACT_MATCH
	or women	sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH
	olo association	sitesearch	EXACT_MATCH
	rt,new balance shorts	sitesearch	EXACT_MATCH
	mens tops,womens st johns bay tops	sitesearch	EXACT_MATCH
	hey dudes,hey dude,hey dude shoes	sitesearch	EXACT_MATCH
	cats womens,women coats,womens coat	sitesearch	EXACT_MATCH
		sitesearch	EXACT_MATCH

Product

Attribute

Add Additional Attribute Rule

Performance Attribute Rules

Operation Boost

Strength

25.0

Sitewide revenue
 Total revenue generated by a product across the site over the past 30 days.

Operation Boost

Strength

10.0

Sitewide conversion
 Total number of times a product was converted across the site over the past 30 days.

Product Description Attribute Rules

Operation Boost

Strength

20.0

ARRIVAL(1)
 NEW x



Audit Ranking Rules: Column Number Settings

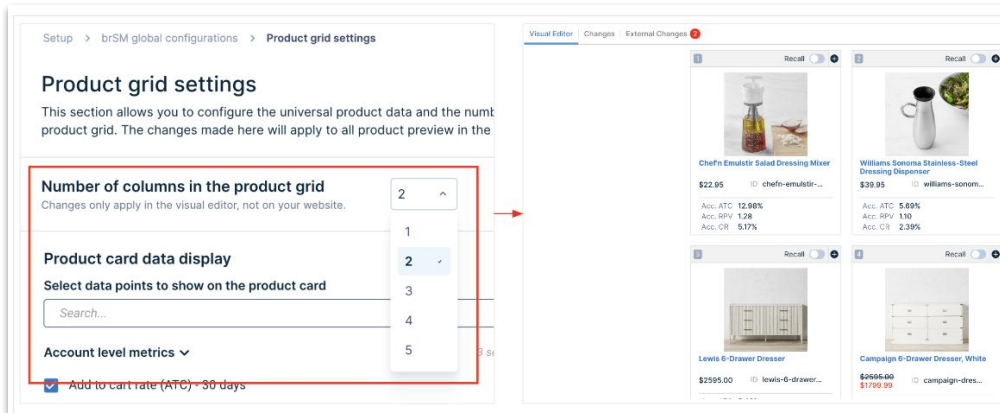
NEW RELEASE

Column Number Settings allow you to easily adjust the number of columns you wish to view in the product grid of the Visual Editor

This setting can be adjusted at both the global and local (query/category) level

Use Cases

- Adjust the column number globally to 3 to reflect your site's set up
- Use the local column number settings to preview a ranking rule for both desktop and mobile experiences





Review Existing Synonyms & Assess Need for New Synonyms

Review Existing Synonyms & Assess Need for New Synonyms

QUESTIONS FOR YOU:

Are there any synonyms that were created to solve for assortment gaps that are no longer needed?

Are there any that could be contributing to noise?

Example: At the beginning of the year, you did not carry a certain product type, so you created a synonym to a similar product type to show your customer related results. Now, you do carry the new product type - so the synonym may be adding noise to the recall set

Consider the need for new synonyms to help reduce null search and add relevant products to queries with low product count

Insights Reports to Utilize:

- ★ No Search Result Keywords
- ★ No Revenue Keywords
- ★ Trending Queries

Synonyms		
User created/modified		BR generated
Global ▼	Rule contains term ▼	Search... 🔍
Terms / sync status ⓘ		Enable
<input type="checkbox"/>	● fourth of july, july fourth, 4th of july, july 4...	<input checked="" type="checkbox"/>
<input type="checkbox"/>	● off the shouldwe → off the shoulder	<input type="checkbox"/>
<input type="checkbox"/>	● gift cards, gift certificate, gift card, gift ce...	<input checked="" type="checkbox"/>
<input type="checkbox"/>	● gift cards → egiftcard,e,gift cards,e gift,e-gift card,gift ...	<input checked="" type="checkbox"/>
<input type="checkbox"/>	● outerwear, long coat, coat, warm coat, lon...	<input checked="" type="checkbox"/>
<input type="checkbox"/>	● onsies → onsie,onesies,onsies	<input type="checkbox"/>
<input type="checkbox"/>	● onsie → bodysuits,baby clothes,pajamas,onsie	<input type="checkbox"/>
<input type="checkbox"/>	● crochet, knit, knitting	<input checked="" type="checkbox"/>



Synonym Best Practices

✓ Correct Synonym Usage

☐ ● pyjamas → pajamas,pyjamas

Expands the recall set for 'pyjamas' so that when a user enters this query, the search results for 'pajamas' also return

✗ Incorrect Synonym Usage

☐ ● womens → women,mujer,for women,womens,womans,ladies

Unnecessarily solving for plurals, adding spanish synonym even though there is no product data in Spanish

☐ ● boys → niña,children,girls,kids,niño,kid,boys

Creating a synonym from boys > girls will cause noise, as girls' items will appear in queries for boys' items

☐ ● pink hoodie, pink zip up

This two way synonym is equating pink hoodie and pink zip up - this means is someone searches pink hoodies they will also see results for zip ups and vice versa - even though that product type does not match their search intent



Assess Redirects Currently in Place



Assess Redirects Currently in Place

QUESTIONS FOR YOU:

- Are existing redirects outdated?
- Are existing redirects leading to the best page possible?
- Are existing redirects leading to pages that no longer exist?
- How many of your top search queries are redirecting?

When in doubt - A/B test!

A/B test your redirects to ensure it is the optimal experience for the customer. Search results pages typically have higher conversion rates than category pages, so you may want to consider removing redirects for highly productive search queries.

Ask BR Support for an Export of Redirects

Review existing redirects in an export to allow for easy overview of last edit dates and target URLs

Keyword Redirect	
(Refine by Audience) ▾	(Refine by Type) ▾
🔍 Search All Tables	
Redirects	
Identifier	Variants
gift certificate	📄 1
spf	📄 1
Read Only christmas	📄 1
Read Only holiday	📄 1
Read Only gifts	📄 1



Redirect Best Practices

- 1 Evaluate redirects on a quarterly basis to ensure they are still relevant and optimal
- 2 Utilize A/B Testing to determine if a redirect is the best experience for a given term
- 3 Use Broad Match carefully to ensure the best experience for all variations of a query

Use Redirects When...

Consumers are searching for non-product related terms

- Career pages
- Customer Service
- Contact Us
- Discounts / Coupons
- Shipping Guidelines
- Credit Cards
- Gift Cards

Consumers are searching for product-related terms which do not surface full result set or result in significant overwhelming result subset (*Example: Sale, Clearance*)

Specific duration campaigns or events are held and landing pages curated for events better serve consumer intent than search results

Utilize as an alternative to synonyms for null results if you have an applicable and relevant landing page that exists

Do Not Use Redirects For...

- Queries with accurate search results
- Queries with product where you sell relevant and related products and can alternatively surface those utilizing synonyms or other ranking rules.



Leverage Newest Bloomreach Features

Dynamic Categories

Dynamic Categories feature automates the category creation process by allowing you to **effortlessly curate product collections based on pre-defined criteria or a specific product list** without having to search through your entire product catalog.

Key Benefits

- Saves time and effort in creating new categories
- Enables customer to categorize products dynamically based on certain product attributes
- Real Time Updates - reflects real-time changes in product attributes and conditions. As soon as a product meets the specified criteria, it is instantly added to the assortment. This ensures that the category is always up-to-date with the latest offerings and **eliminates the need for manual adjustments** or delays in updating the product selection.

Use Cases

- Quickly create a new category for a seasonal campaign
- Curate a collection of products that you can use as an attribute to boost by in ranking rules
- Create a category based on a theme - like 'Products for Beginners'

b

Valentine's day gifts

Dynamic category with products:

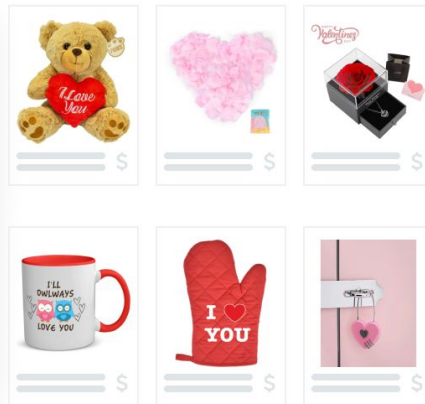
Color **Red** or **Pink**

Category **Gifts**

Price **is lower than** **\$25**

+ Add condition

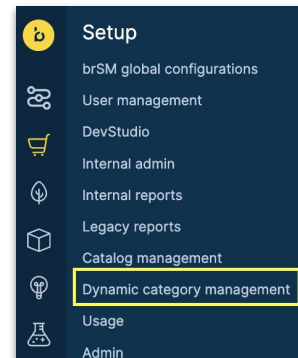
🛒 Merchandise





Building Dynamic Categories

1. Navigate to Setup > Dynamic Category Management
2. Select **+ New Dynamic Category**
3. Name your Category
4. Either Define Conditions or add a list of specific products
5. Select either **Match Any** or **Match All** conditions
6. Define conditions
7. To preview recall set, click **Apply Conditions**



Name*
White Tops

Catalog* ⓘ
tommybahama

Add products
To add products to this dynamic category, define conditions that products must meet or add specific products by product ID

☒ Define conditions ☐ Add specific products

Define conditions

☐ Match ANY of the following ☒ Match ALL of the following

tb_category ▼ Matches any ▼ Tops x Search and select ▼

AND

color_groups ▼ Matches any ▼ pink x Search and select ▼

+ Add condition

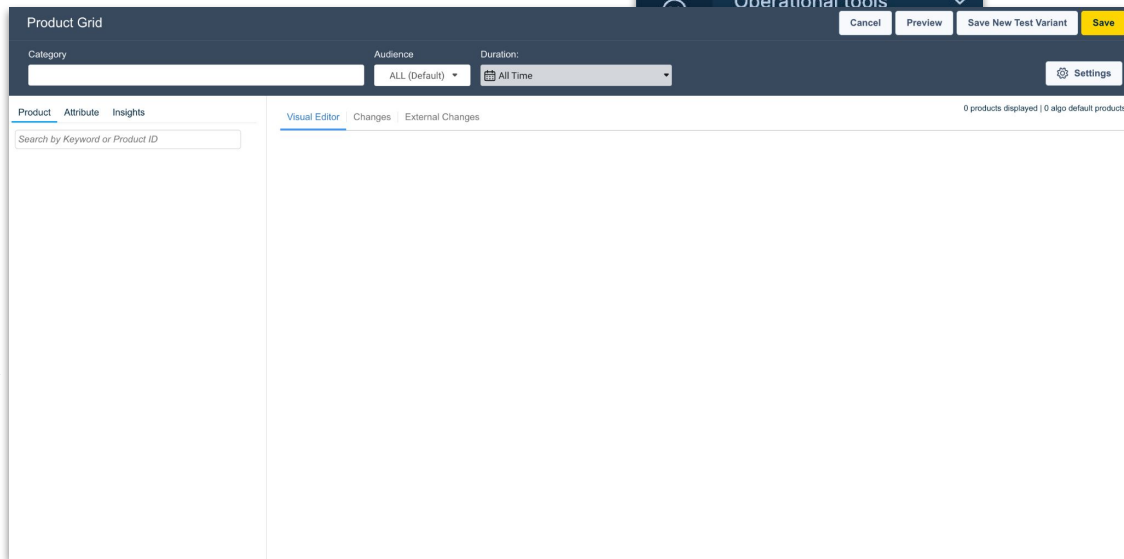
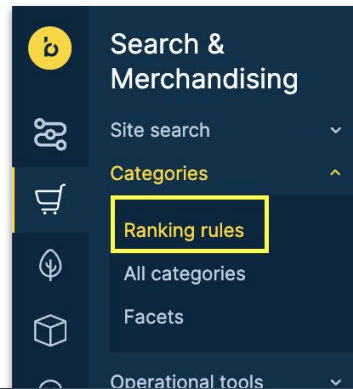
Apply conditions



Merchandising Dynamic Categories

Merchandise your dynamic categories the same way you merchandise categories sent through the feed

1. Navigate to Search & Merchandising > Categories > Ranking Rules
2. Select + New Rule
3. Enter dynamic category and create ranking rule





Accelerate Build Time with Dynamic Categories

**62 Dynamic
Categories**
Created Per Customer*

Accelerate category page build time and reduce friction in your workflows with Dynamic Categories:

- ✓ No changes required to the product feed
- ✓ Categories are updated real-time
- ✓ Move faster on seasonal, themed categories



Discovery customers can create up to **150 Dynamic Categories per catalog** as part of the Standard Search & Merch package. Upgrade to Premium for unlimited Dynamic Categories! Talk to your Account Manager to learn more.



Let's get to work!