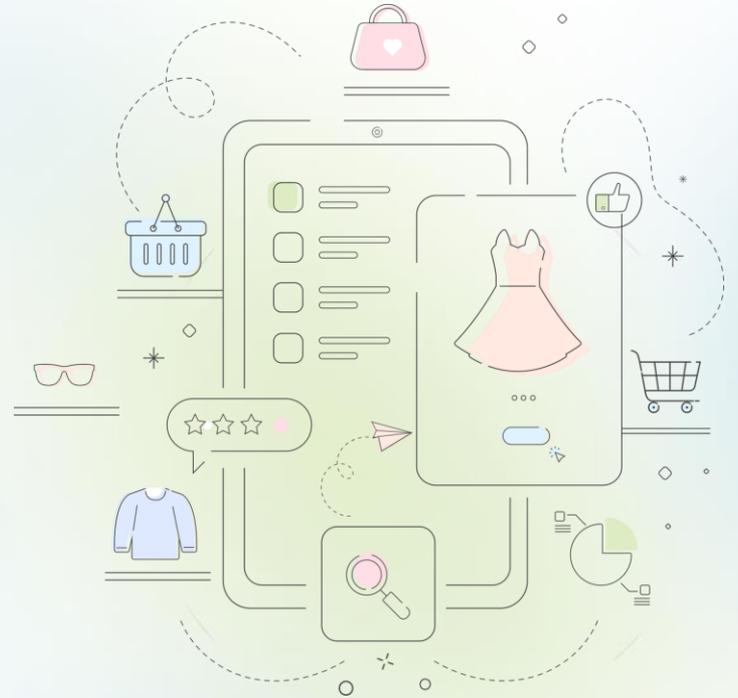




Ecommerce

The Product Discovery Gap

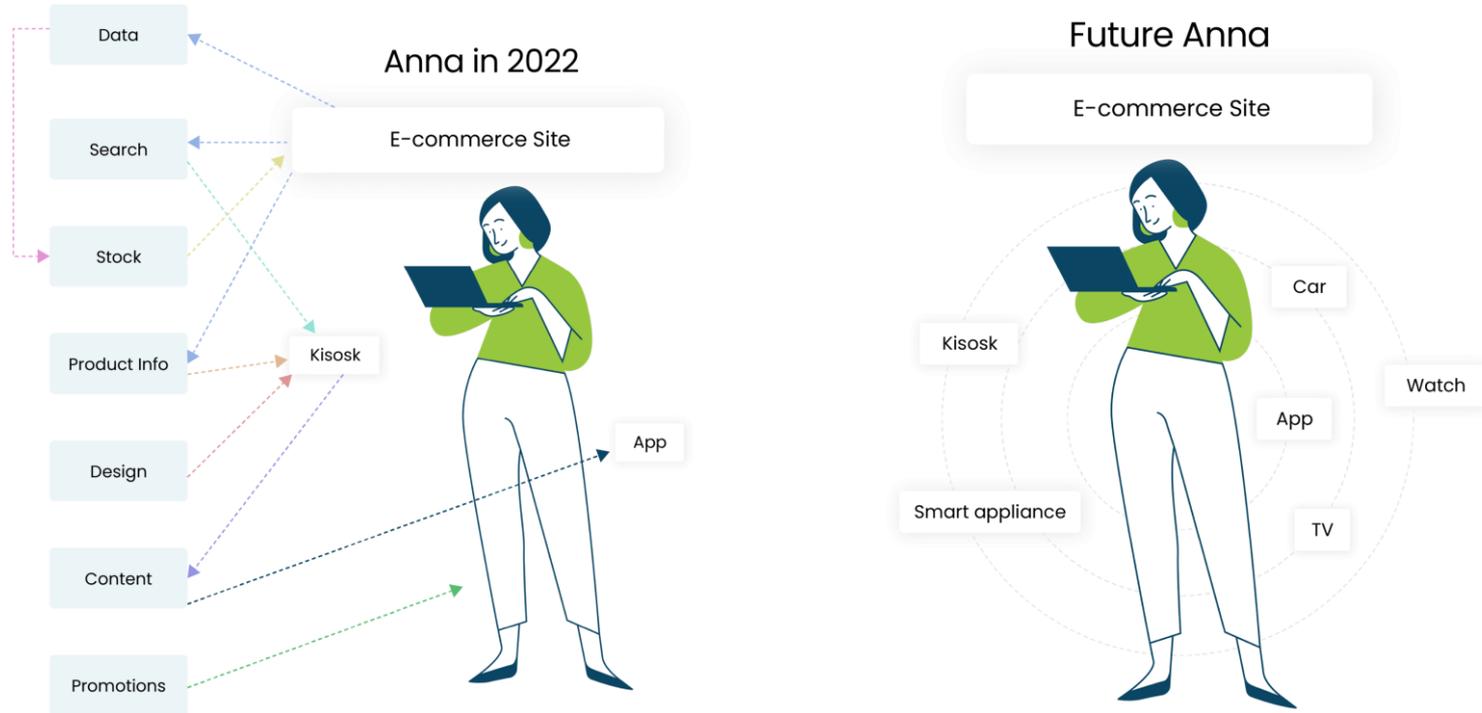
6 Strategies Proven to Accelerate Growth





Klevu

Consumers Use 4 to 6 Touch-points When Buying an Item



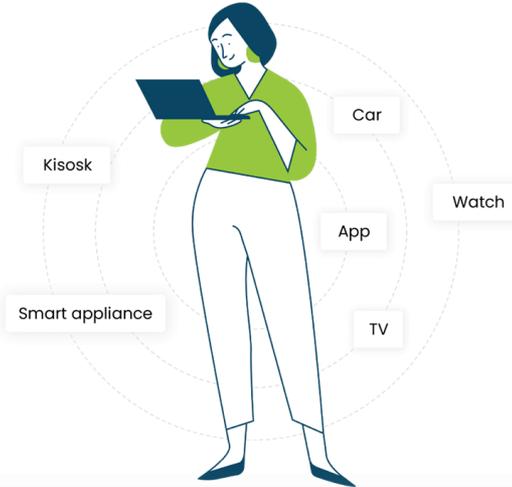


Klevu

Goodbye monoliths. Hello microservices!

Future Anna

E-commerce Site



Search

Stock

Product Info

Design

Content

Promotions



Klevu

Preparing for the Future of eCommerce

● WHAT IS HEADLESS ECOMMERCE?

- In Ecommerce ecosystem, *headless* is used to describe solutions that have a separate presentation layer (frontend) from the functionality of a website (backend). These don't rely on a theme/template that may come with the platform itself.

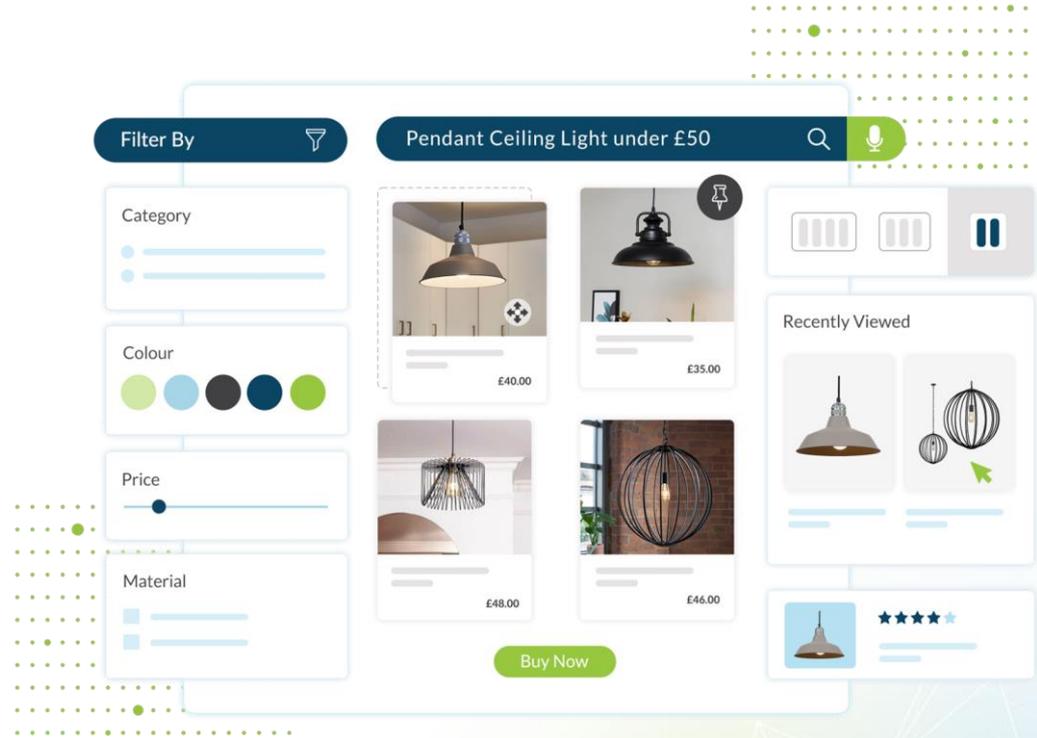
● WHY IS THAT IMPORTANT?

- Because it gives merchants the freedom to innovate faster, and allows them to create consistent customer experiences across multiple digital touch points. Frontend is no longer firmly tied to the business logic, and it only gets the information needed to create such experiences via APIs.

● WHAT IS MACH ARCHITECTURE?

- MACH architecture is a set of technology principles behind new technology platforms
- MACH stands for Microservices, API-first, Cloud-native, Headless
- Klevu is a part of the MACH alliance as we tick all these boxes as a product

Product discovery gap





Product Discovery is a Key Revenue Driver

80%

Of large enterprises will need to have conversational-technology-focused center of excellence or skills resource.

Gartner[®]

According to Gartner, search and product discovery is untapped, and could be key to driving revenue growth.

Key signs of product discovery problems:

- Customers are struggling to find products because of no results and out of stocks
- Merchandising teams are struggling to keep up with demands
- Revenue growth required, retailers need a quick way to maximize traffic already coming to their websites

“

Product discovery is a critical part of a digital commerce funnel, and can be seen as a low hanging fruit when considering value-for-money innovation with a potentially high impact on conversion. This is especially true when commerce search is combined with personalization.

Mike Lowndes,
Senior Director Analyst

Gartner

”



Transition from Headless to Tie In Product Discovery

50%

of all non-grocery retail sales now online, up from 19% in 2019

30%

of shoppers will abandon a site, or 'bounce' when they can't find a product

Experience matters

Because negativity bias is a real thing, and CAC isn't as low as it used to be



The purchase journey

Meet Sara.

Sara searches using
Klevu Smart Search



Klevu Smart Category
Merchandising
shows her the best
options



Klevu Smart
Recommendations
gives Sara even
more inspiration

**Sara checks
out happy.**



The screenshot shows the Hotel Chocolat website interface. At the top, there is a navigation bar with 'LOCATIONS', 'HELP', the 'HOTEL Chocolat. BRITISH CACAO GROWER' logo, 'ME', and 'MY BAG'. Below this is a search bar with the placeholder text 'Looking for something? Search here ...'. A secondary navigation bar lists categories: COFFEE, GIFT IDEAS, CHOCOLATE, ALCOHOL, LOCATIONS, HOT CHOCOLATE, BEAUTY, SUBSCRIPTIONS, and CORPORATE GIFTS. A yellow banner features three sections: 'DELIVERY OPTIONS' with a truck icon, 'OUR 100% HAPPINESS PROMISE' with a smiley face icon, and 'OUR ETHICAL BUSINESS' with a leaf icon. The main content area displays 'Online Chocolate Shop' and a search result for 'CHOCOLATE' showing '0 ITEMS FOUND'. A large, stylized blue arrow with 'WHAT?!' written inside points to the search results. Below the search results, there is a 'SHOW ME INSPIRATION' button. The footer includes 'VIP.ME FIND OUT MORE', an email subscription form with the text 'LET US TREAT YOUR INBOX' and 'Enter Your Email Address here...', and social media icons for Facebook, Twitter, Instagram, and Pinterest under the heading 'STAY CONNECTED'.

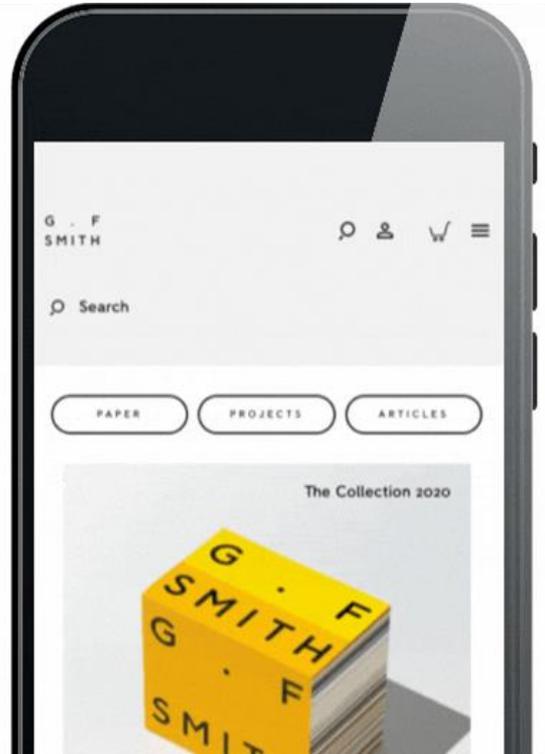


Is your product discovery path full of friction or propelling purchase?



Navigation

Expose search box on mobile and desktop



- An icon isn't enough - expose the entire search bar and make it obvious
- Make your search bar inviting, and explain what shoppers can do

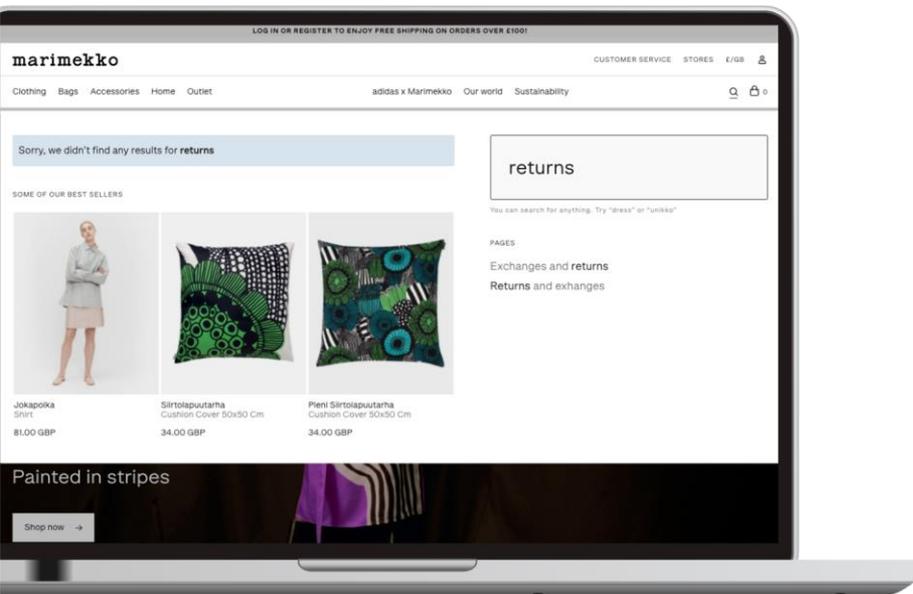
+44%

Typical increase in orders from mobile search when exposing the search bar



Navigation

Easily accessible after-sales or article content



- Surface content results as well as product results in the search overlay
- Returns and delivery information available in main navigation and footer



Did you know?

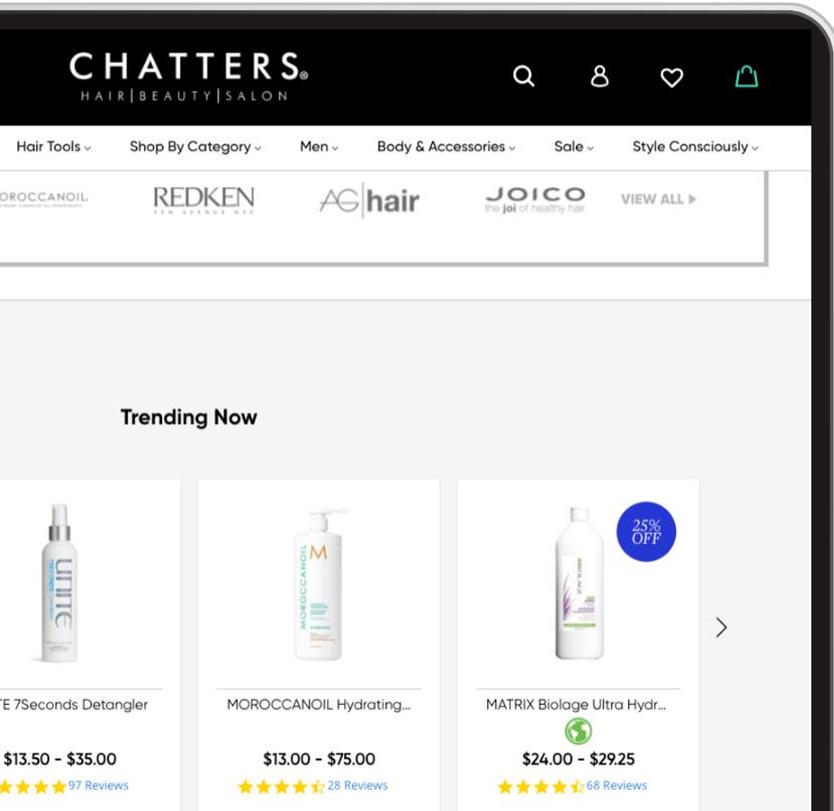
68%

of shoppers view return policies before making a purchase



Home

Add product recommendations to homepage



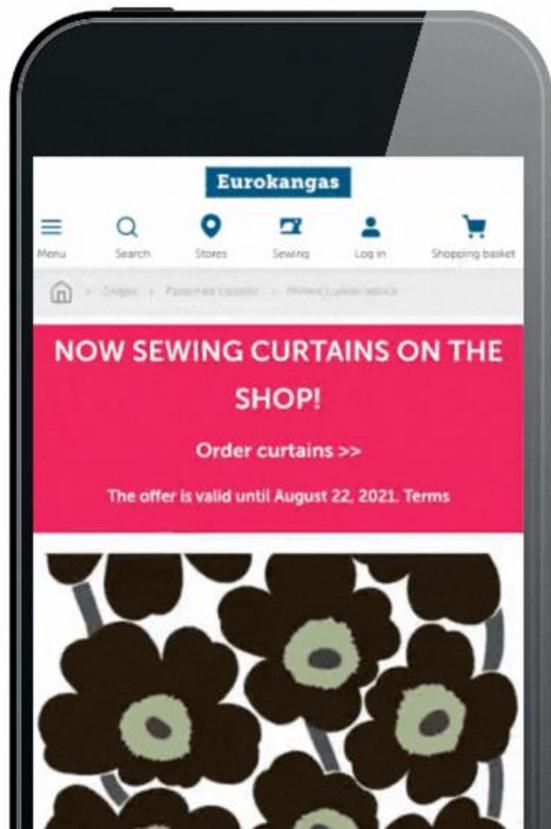
- Make them relevant and personalized to the shopper - or at least showcase trending
- Merchandise product recommendations frequently, or use an AI recommendations tool to automate
- Show rich content - price, sale, reviews, attributes

+25%

Approximate uplift for homepage conversion

Search

Use auto-suggestions



- Display product recommendations within the search overlay
- Show rich content including text, images, price, offers, and content in the search overlay
- Persist search terms even after search is 'closed' or navigated away from

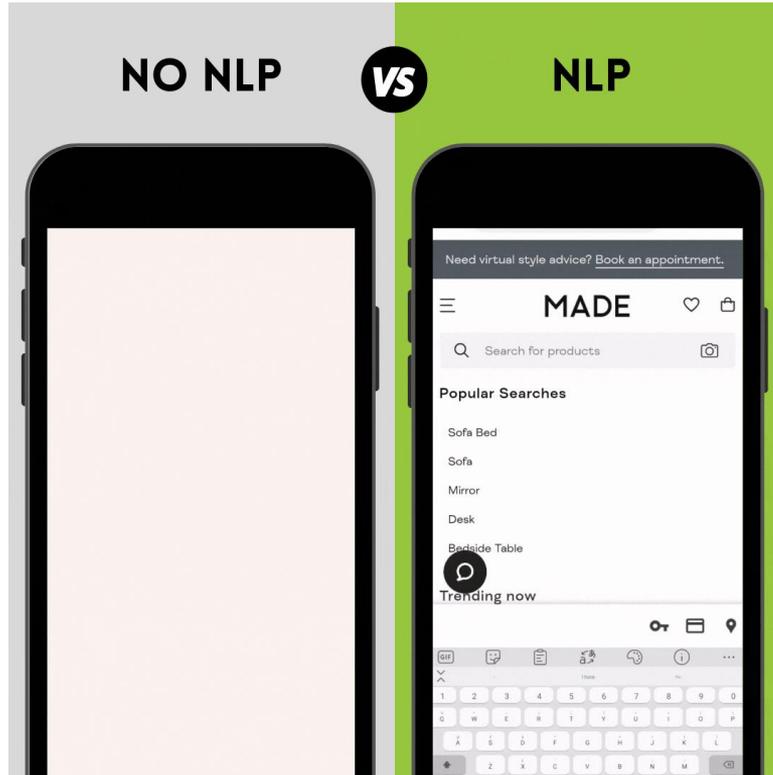
+20%

Increase in conversion rate
from mobile and tablet



Search

Don't lose sales over a simple typo



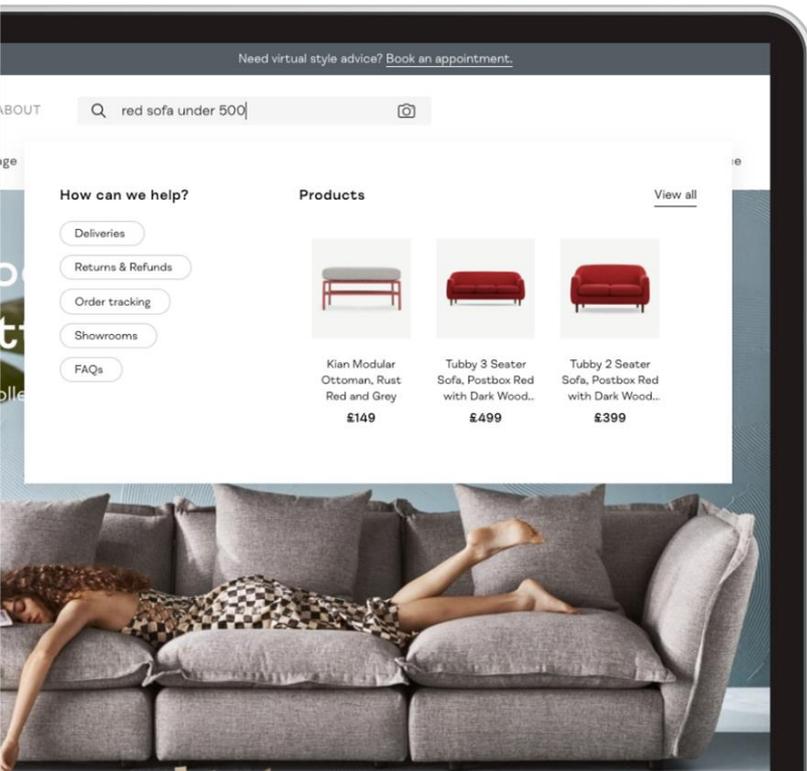
 Did you know?

55.8%

of ecommerce websites cannot process simple misspelled words and returns zero results 🤖

Search

Natural language processing (NLP)



- Process complex search terms, e.g. "Red sofa under 500" or maybe for fashion, "checkerboard low rise trousers for women"
- Display relevant results on both the search-as-you-type overlay and the search results

💡 Did you know?

75%

Most ecommerce websites can't process complex terms or natural language 🤖



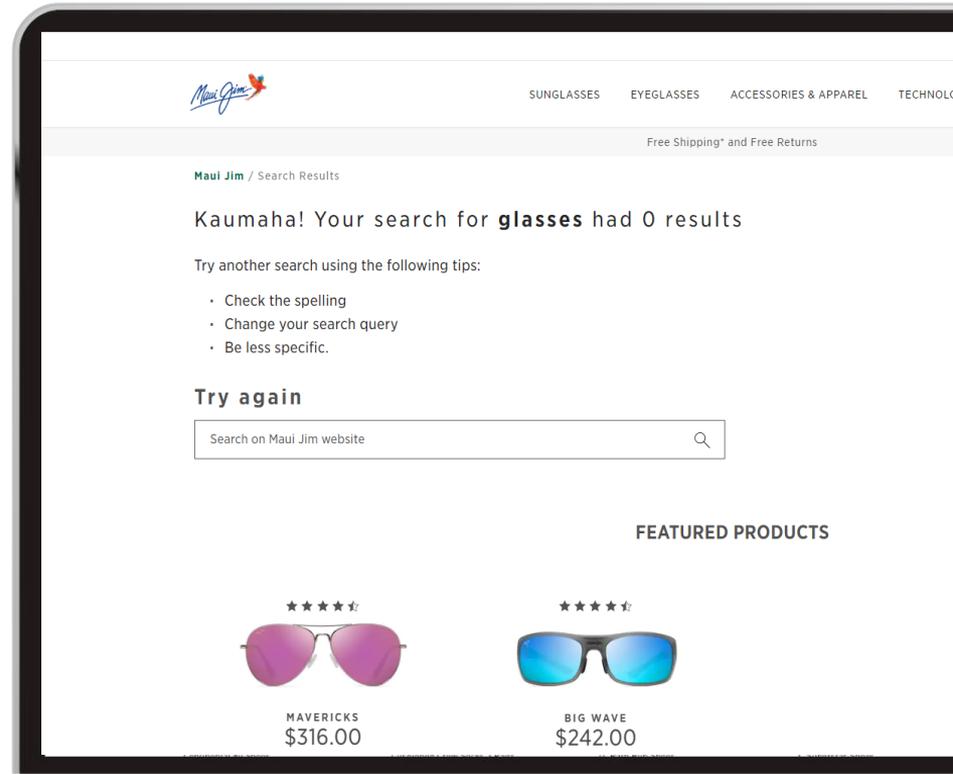
Search

Show results, always, even for 'no results'

- Provide alternate suggestions to help the customer navigate
- Provide a list of relevant categories and products
- Provide information about out of stock items

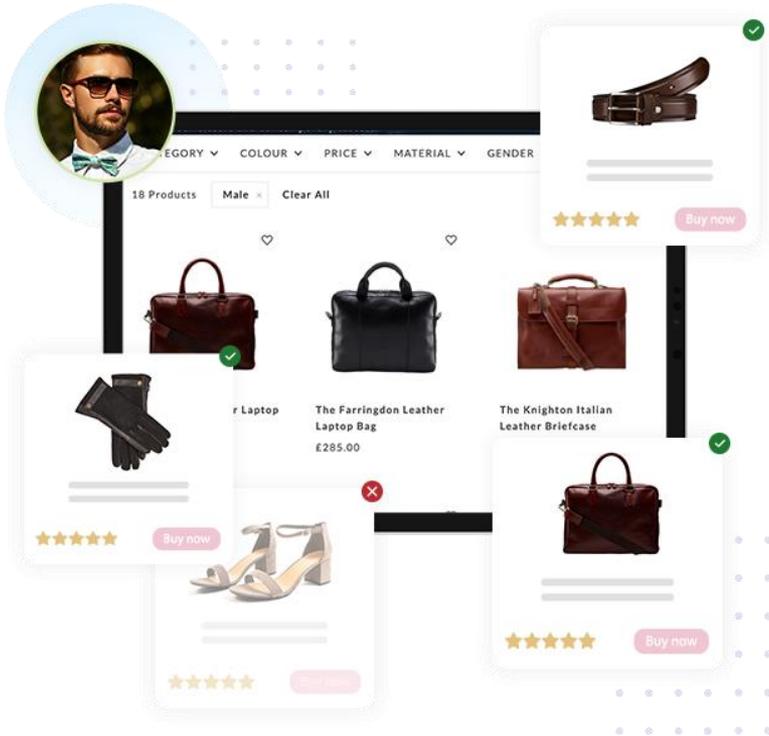
+12%

When NLP works, typical increase in ecommerce conversion from search



Browse

Personalization – and avoiding filter bubbles



Just a few things to consider:

- Reset any personalization tools frequently to avoid outdated data.
- Personalize based on behavior or shopper intent over demographics.

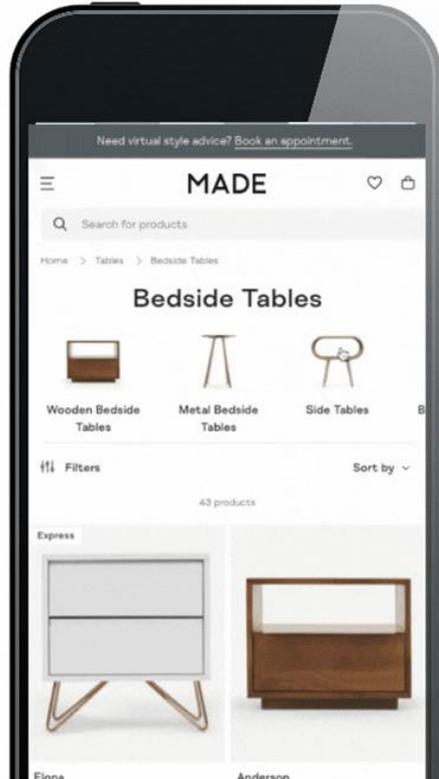
+6%

Typical uplift in average order values when these principles applied



Browse

Allow shoppers to sort and filter easily on category pages and search results pages



- Enrich your product attributes so that filters are rich, but not overwhelming
- Enable multi-select filters, and auto update results and choices (avoid no results!)

+5%

**Conversion rate from search
by using rich multi-select
filters**



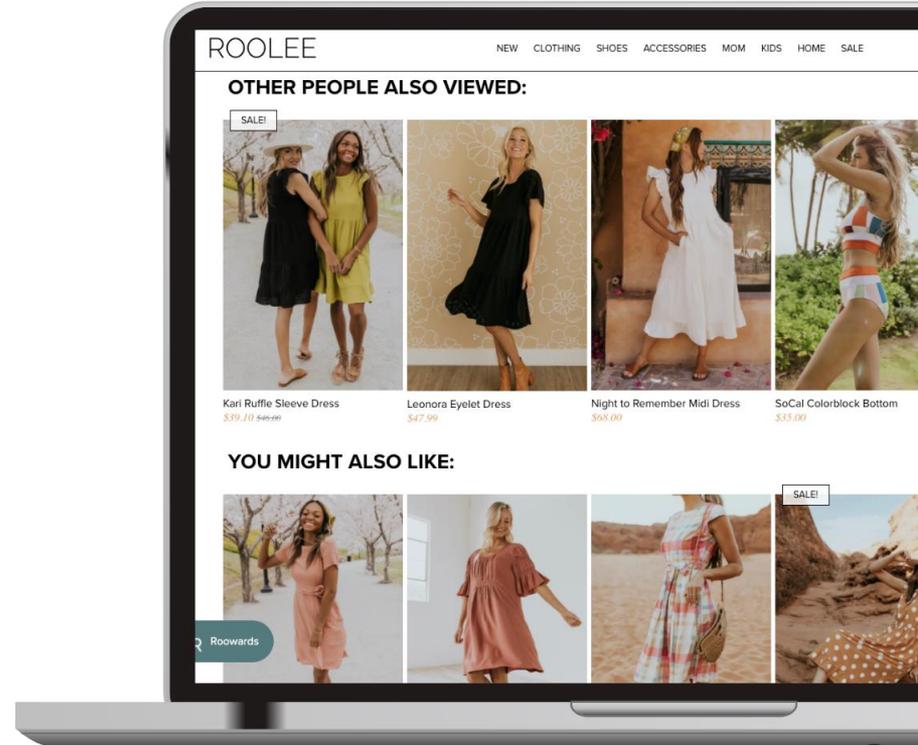
Product

Display product recommendations

- Display product recommendations on product listing pages and product detail pages
- Display recently viewed products site-wide
- Make sure you can keep the recommendations relevant without much manual work

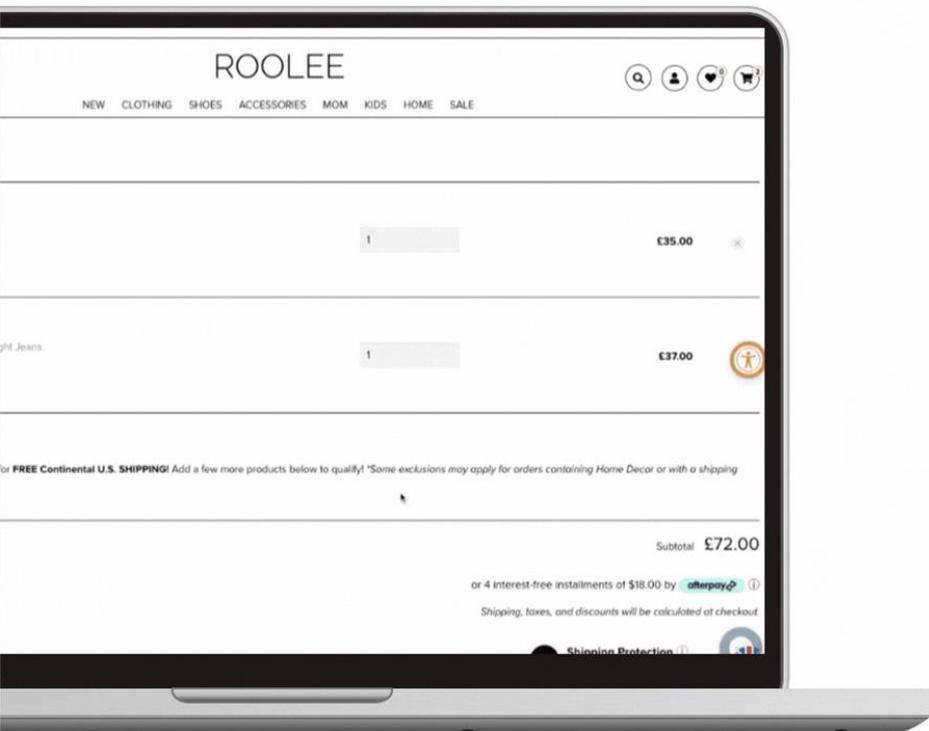
+7%

Increase in AOV by displaying product recommendations on PLP and PDP



Purchase

Use smart product recommendations at checkout



- Show recommendations that make sense for the items in the basket
- Show recommendations based on shopper intent in that session, or a recent session

+7%

Typical average order value
increase



6 forces proven to accelerate growth

		Effort	Value
1	Make your search box visible on mobile AND desktop	Low	High, +44% orders on mobile
2	Have your on-site search engine process typos and use natural language	Low*	High, +12% ecommerce conversion from search
3	Offer filter options on category and search results pages	Low	Med, +5% increase in ecommerce conversion
4	Display smart auto-suggestions with rich content and keep the search term visible	Low*	High, +20% ecommerce conversion from mobile
5	Place product recommendations on the homepage and cart page	Low	High, +25% conversion from home +7% AOV
6	Add recently viewed products and use other product recommendations on category, cart and product detail pages	Low	Med, +7% increase in AOV

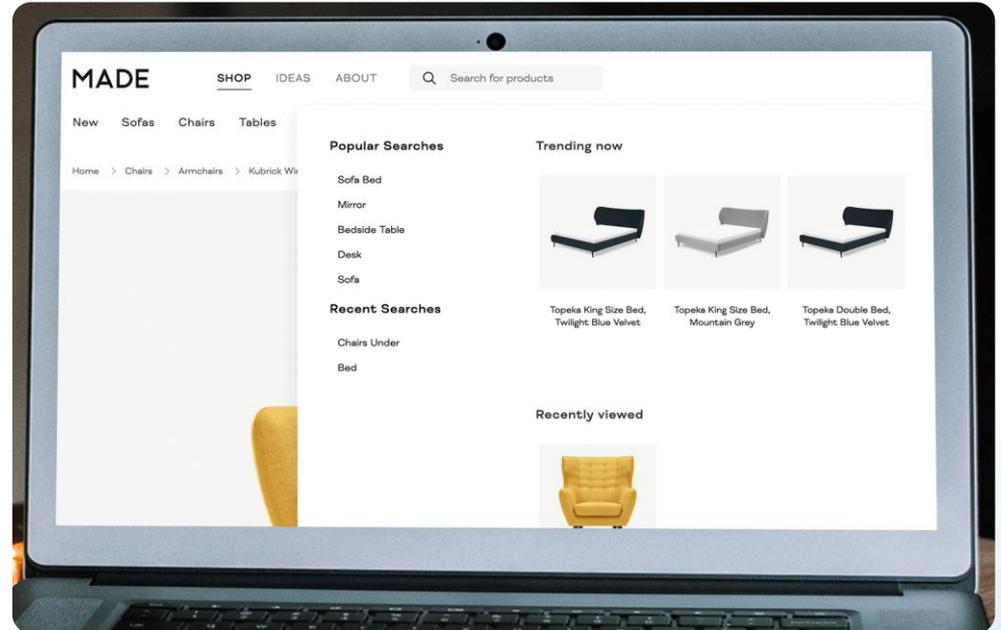
**With an AI tool like Klevu*



Klevu AI Product Discovery Suite

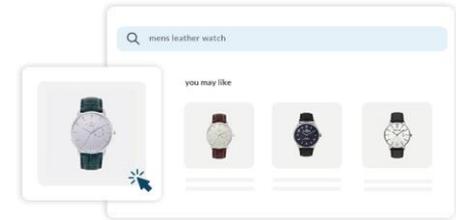
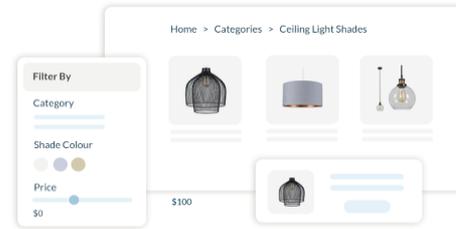
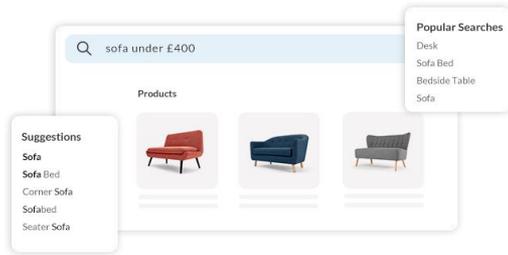
Connect people to products they want to buy

Klevu's discovery suite includes AI and NLP (Natural Language Processing) powered **on-site Smart Search, Smart Category Merchandising, Personalization** and **Smart Recommendations**, powered by real-time shopper intent.



Klevu

Discovery Suite Solutions



Smart Search

- Ecommerce search solution
- Understands shopper intentions.



Smart Category Merchandising

- Optimises ranking order.
- Visual Merchandising tools.



Smart Recommendations

- Sitewide recommendations.
- AI-driven using search data.



Fashion

ME+EM

FRASER HART
FINE JEWELLERS SINCE 1936

Agent Provocateur

JoJo Maman Bébé

SEASALT
CORNWALL

brastop

Curry Kate

Beauty & Lifestyle

COLOURPOP

SKINNY DIP
LONDON

MenKind

PACIFICA

AVON

ANYA
HINDMARCH
LONDON

B2B & Electronics

richersounds

CASE MATE

YAMAHA

WORX

LSE

PK SAFETY

Food & Beverage

BULLETPROOF

bulk

Garrett
popcorn shops

BREWDOG

JACK DANIEL'S

Cherrybrook
PREMIUM PET SUPPLIES

Home

bensons
beds

HEAL'S

MADE.COM

TOOLSTOP

Cox & Cox

LOVESAC
Designed for Life Furniture Co.

GRAHAM & GREEN

Sports & Activewear

manduka

Callaway

KANGOL

PUMA

asics

oneills



Thank you!

Q&A

Reach out to me for access to a free Product Discovery Audit spreadsheet you can use to benchmark your own website.



Rainey Bailey

Leading Klevu Headless Channel Development - US

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www.linkedin.com/in/raineybailey

Get a demo at klevu.com



Description

The landscape for ecommerce is more crowded than ever and has grown tremendously during the Covid pandemic. As a result, people are much more comfortable shopping online.

Did you know that US consumers will spend \$933 billion dollars on e-commerce this year? This is an 18 percent year-over-year increase and is 15.3 percent of total retail sales.

Here's another fun fact - 30 percent of shoppers will leave a website if they hit a barrier, like not being able to find what they are looking for. We do not want that to happen. First impressions matter. The experience matters.

In this presentation, we will show you how to do just that - leave shoppers with a positive experience so they turn into buyers.

You will walk away with a toolkit to improve product discovery on your website, and metrics to help you prioritize.