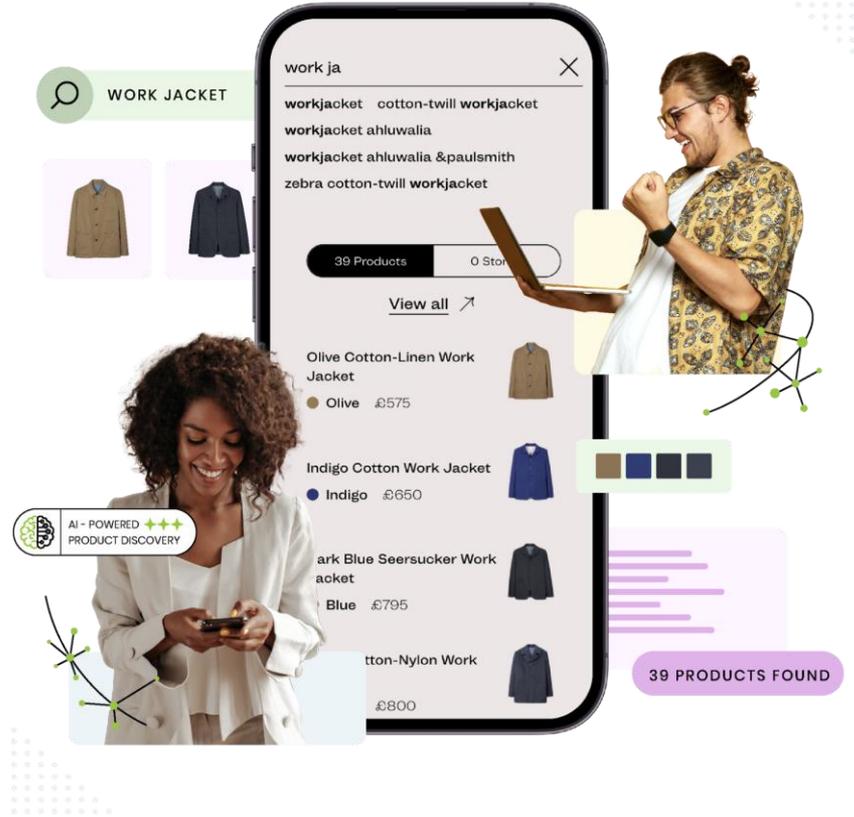


The AI Edge in Digital Commerce

Optimizing Product Discovery



Midwest Ecommerce Summit





AI Search & Discovery Platform



Lauren Jones
Partnerships Manager, Klevu





1. What is Product Discovery?
2. Best practices through examples
3. Future of Product Discovery



“

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

”

What is Product Discovery

...and why is it important?

What is Product Discovery ?

Customers:

The process by which to **explore**
and find products.

Merchants:

The art of making the shopper's
journey **seamless**.



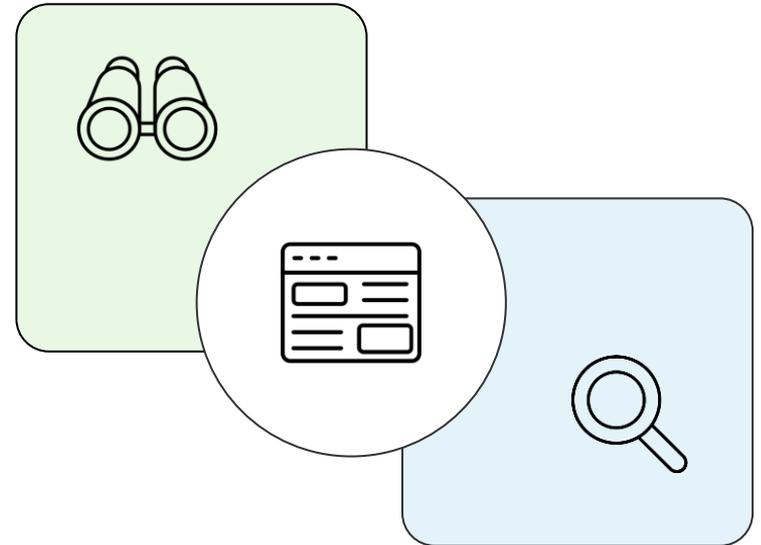
Differences in customer objective

Browsing:

Involves a more casual and **exploratory** approach.

Searching:

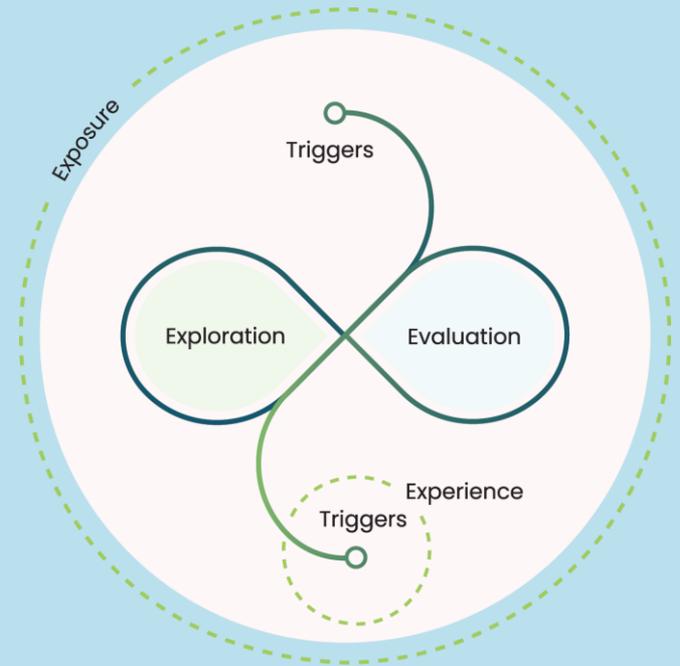
Is goal-driven and **focused** on finding something specific.





Consumer journeys can be complicated

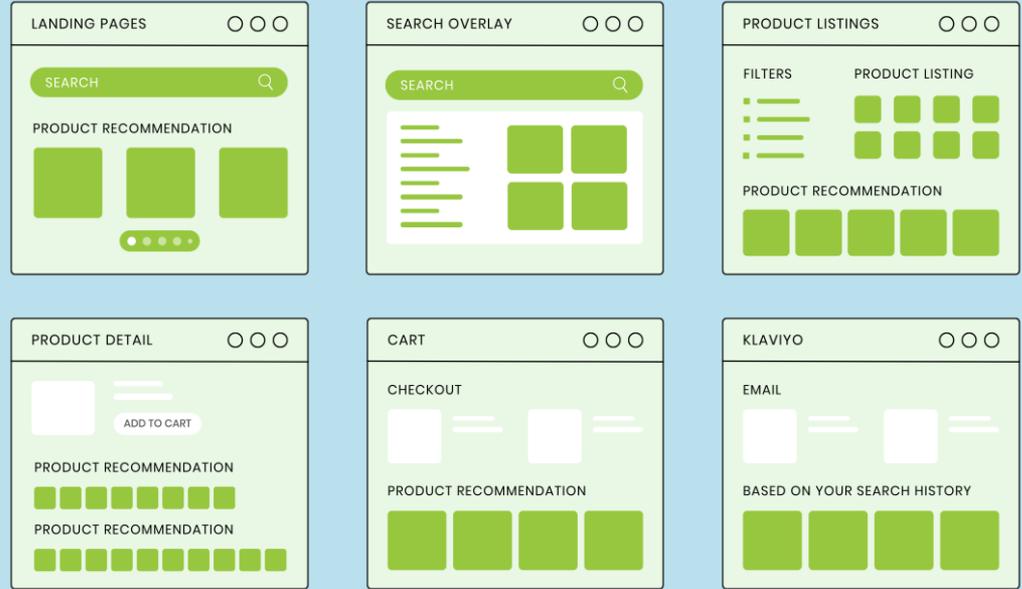
Understanding shopper behavior is crucial for effectively presenting the relevant options of your products or services.



Best Practices

Holistic Product Discovery

Optimizing and personalizing every touch point of a shopper's journey.





Our mission: Democratizing retail



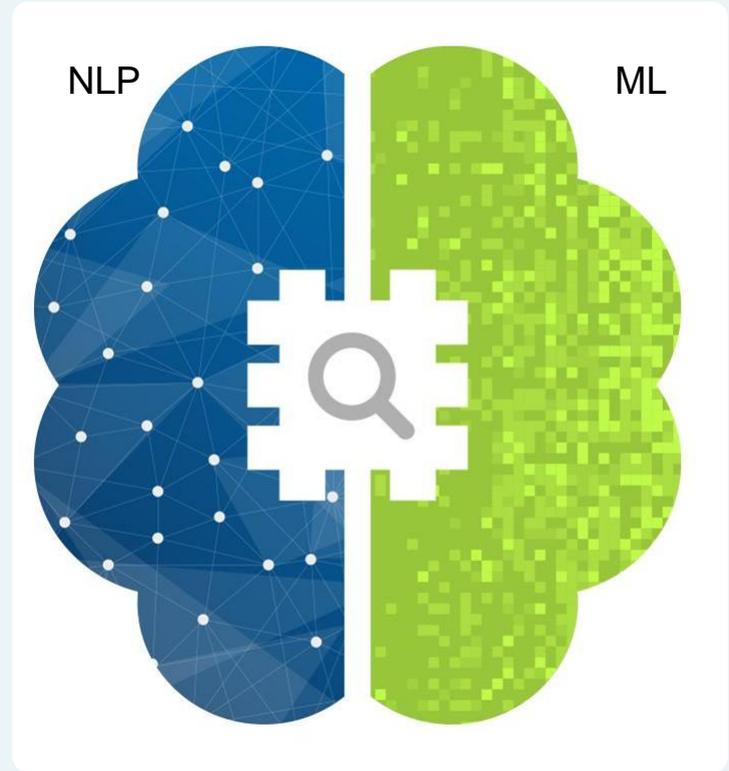
Relevance Drives Revenue

Natural Language Processing

- Understands complex queries
- Matches synonyms and context
- Enriches your product catalog automatically

Machine Learning / Personalization

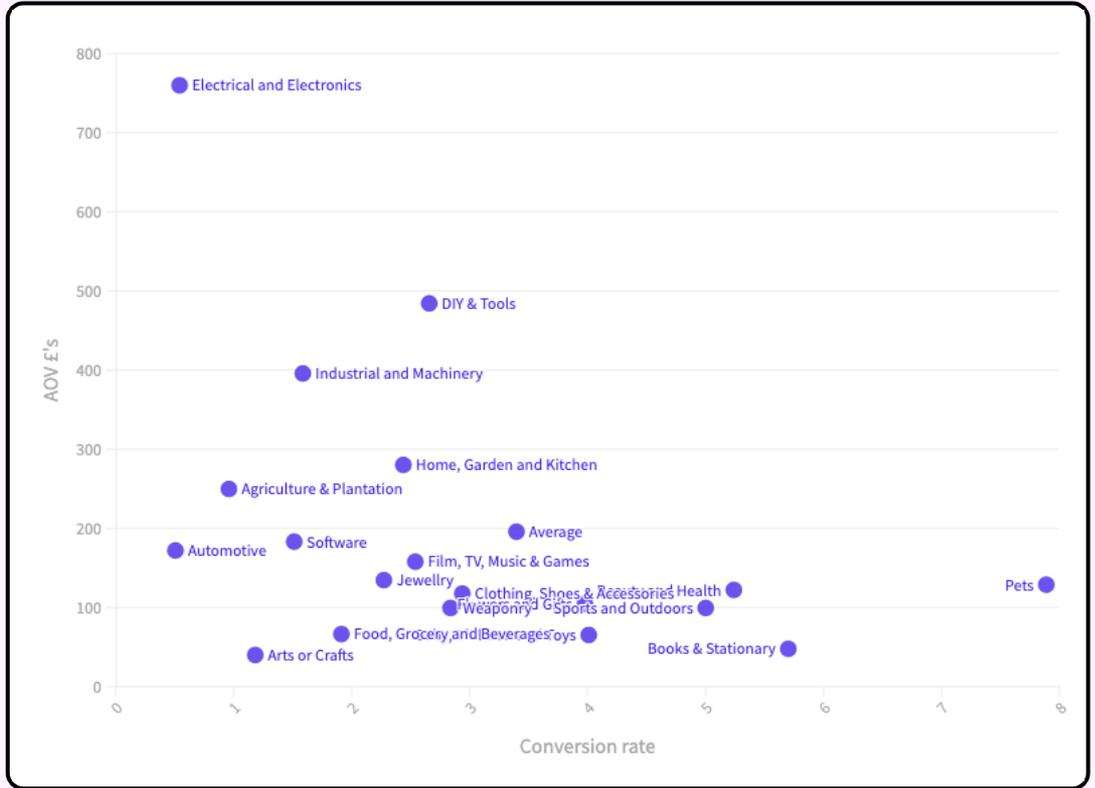
- Continuous Learning
- Tracks searches, clicks, and purchases
- Optimizes search results and category pages
- Adapts to customer behavior patterns





Industry Performance

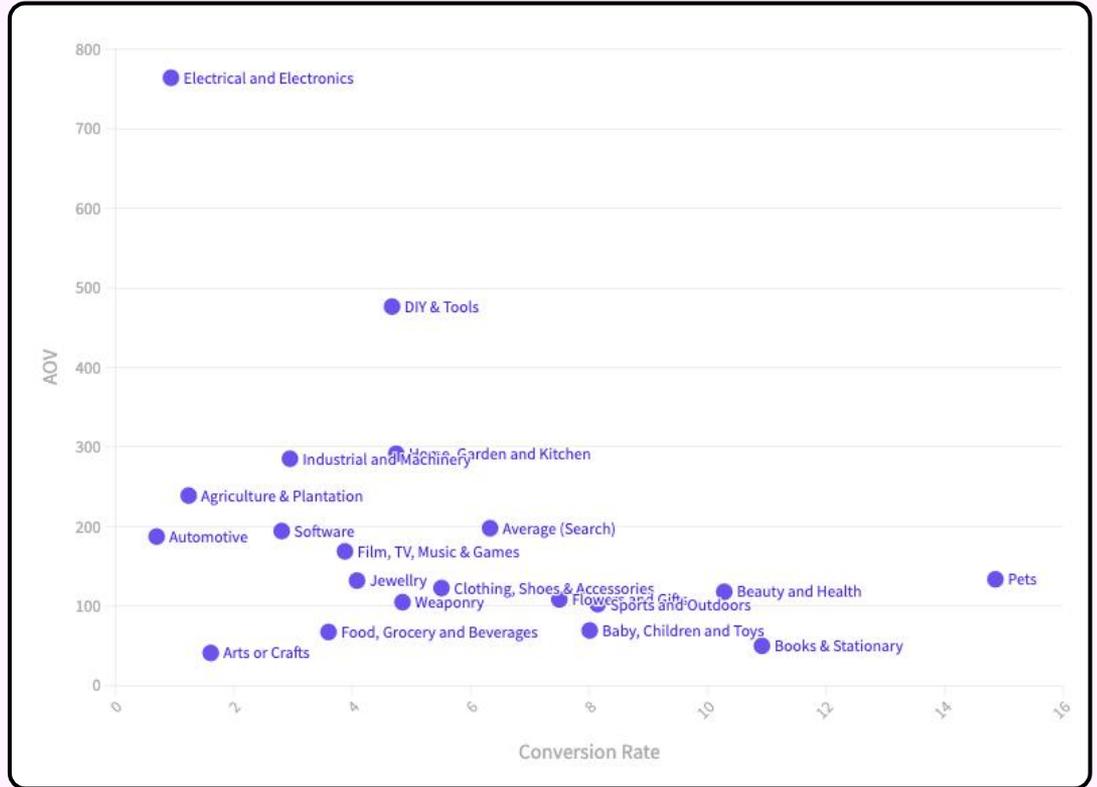
Overall conversion rate and AOV





Industry Performance

Search conversion rate and
AOV



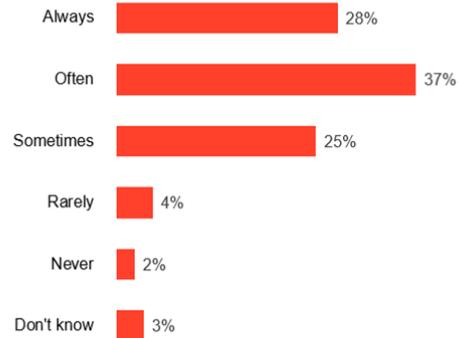


Search bar functionality

YouGov

Of those who have shopped online in the last six months, 28% "always" use the search bar functionality while over one third (37%) "often" use this

- 38% of Younger age groups (i.e., 18-34) "always" use the search bar functionality which is significantly higher than older age groups (45+)



AKC_Q2. Thinking about shopping online... How often, if at all, do you use the search bar functionality when shopping online? (Please select the option that best applies)

Unweighted base: All GB adults who have shopped online in last 6 months (1900)

Key Features and Best Practices

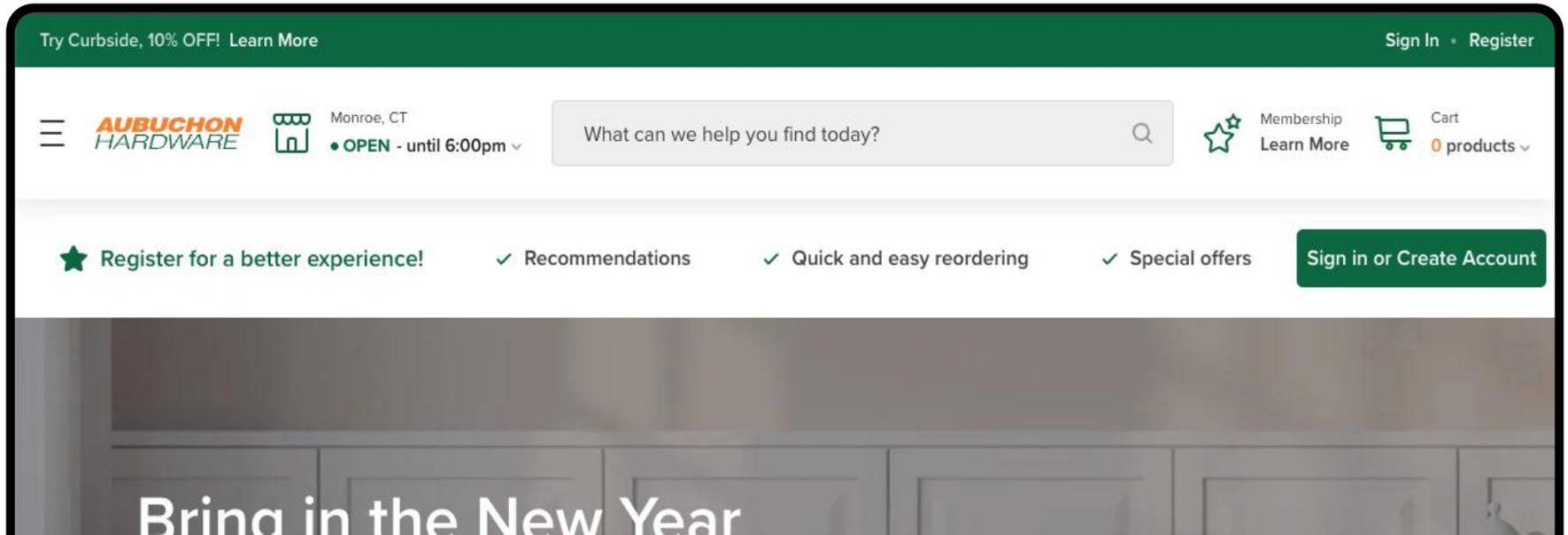
In the next slides we will demonstrate Klevu features through the lens of the pain points shoppers can experience on an ecommerce website...





Begin the conversation at the search bar

Over 40% of shoppers go immediately to the search bar when on a new website. Searchers are 4-6 times more likely to convert.

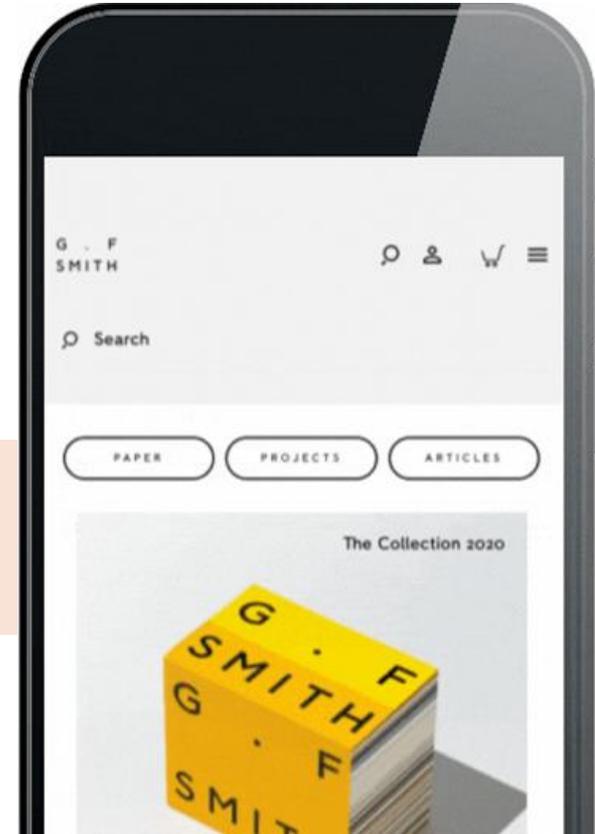


Expose search box on mobile and desktop

- ✓ 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

+44⁰%

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



Enrich the search overlay with information

Paul Smith

Keystroke activated auto-suggest ...

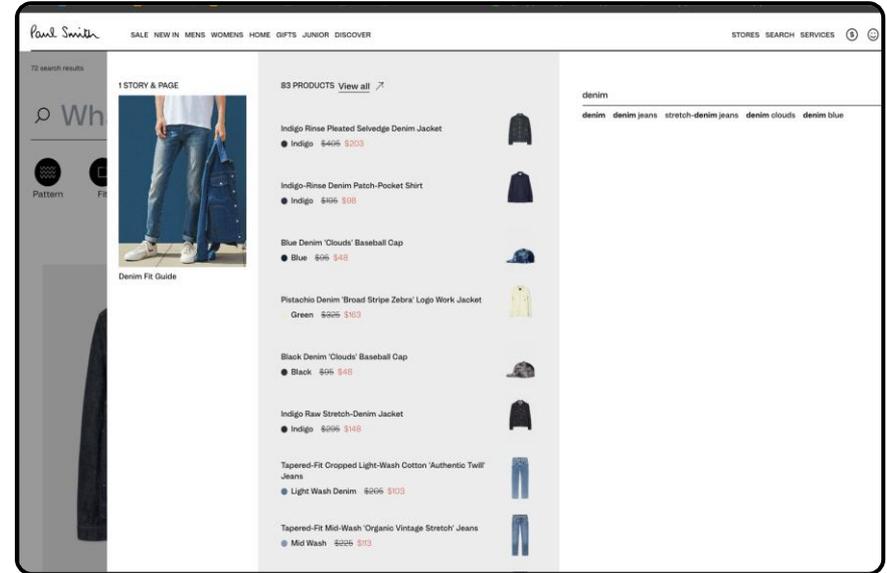
- Word/Phrase completion
- Recommended Products
- Special Offers
- CMS Content
- Helpful Links

74%

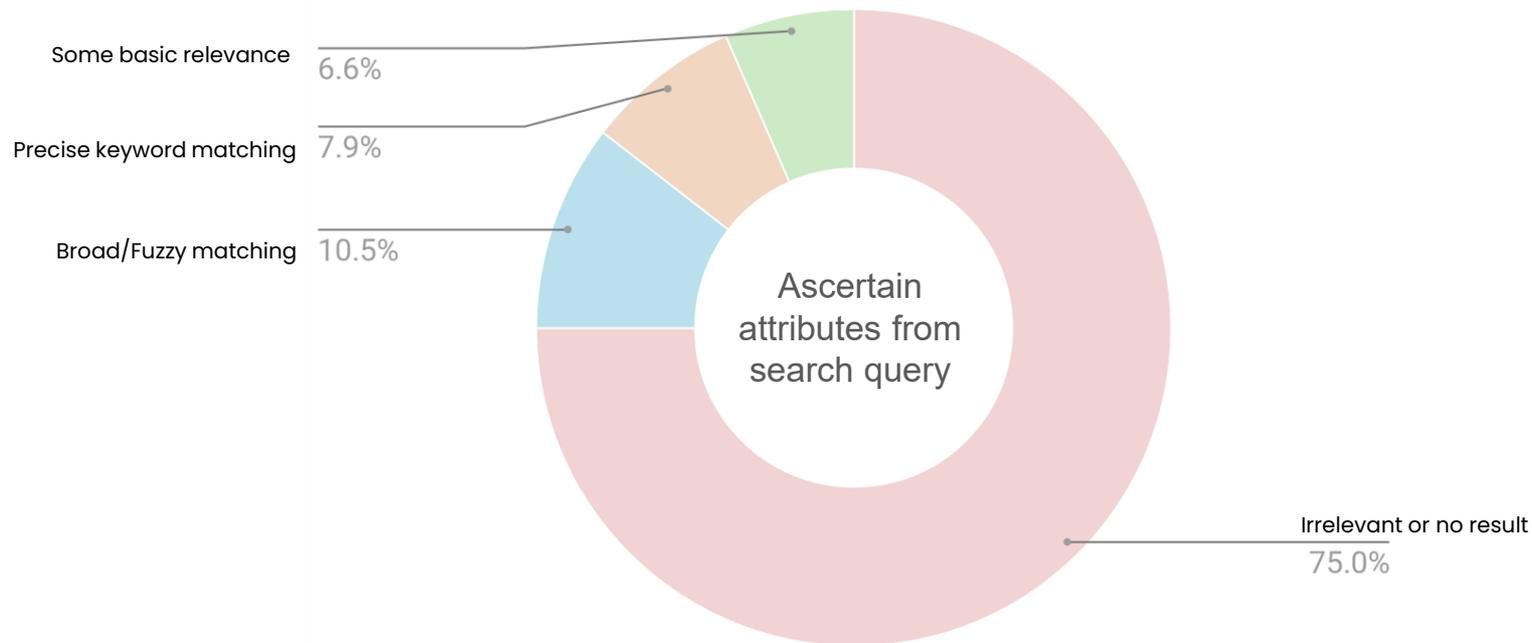
Increase in revenue from on-site search

31%

Increase in ecommerce conversion rate



Understanding natural language semantics



Make sure typos can still drive revenue

Shoppers will abandon a website if they can't find what they are looking for, even if they simply misspelled it! Toteme can process typos with Klevu AI automatically, meaning more search-led conversions and time on site.

The screenshot displays a search results page for blazers. It features three product images in a row, each with a caption and a price tag (E530 or E520). To the right of the images is a search bar containing the text "blzer", which is circled in red. Below the search bar, a list of suggested search terms is shown: "blazer", "blazer black", "wool blazer", "blazer dark", and "blazer charcoal". Below the search bar and suggestions are two callout boxes: one stating "24% search-led conversion rate achieved" and another stating "3% more time on site spent by shoppers".

Double-breasted blazer black E530

Knitted wool blazer black E520

Knitted wool blazer dark grey mélange E520

blzer

blazer

blazer black

wool blazer

blazer dark

blazer charcoal

24%

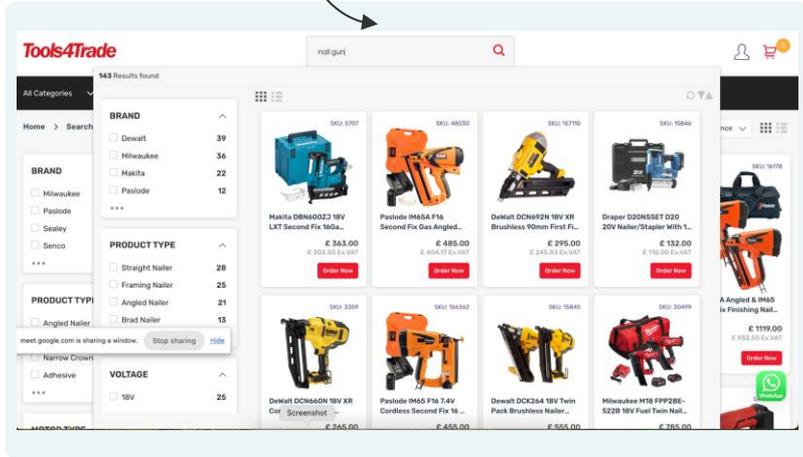
search-led conversion rate achieved

3%

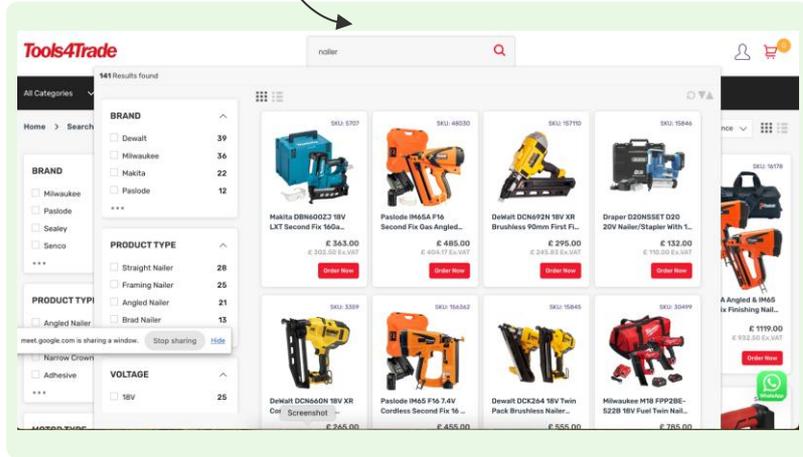
more time on site spent by shoppers

Make sure NLP can still drive revenue: Synonyms enrichment

nail gun



nailer





Synonyms Enrichment

This will give you an idea of what goes behind the scenes to deliver that search result.

Klevu adds these synonyms for you automatically when we index the catalogue which gives it 3-5 times more depth and coverage.

KLEVU AI Lab Developers

Menu

- Klevu AI Lab
- Vision & Image AI
- Language Processing
 - Synonyms Enrichment**
 - De-compounding
 - Product Noun Identifier
 - Price Parsing Service
 - Measurement Normaliser
 - Brand Abbreviation
 - Similar Colors
 - Accent Normaliser
 - Spellchecker Service
 - FuzzySearch Service
 - AI bot & Conversation

Synonyms Enrichment AVAILABLE

Given a word and an associated context, Klevu will suggest synonyms and similar words. The context information would be the primary factor for suggesting similar words. In addition to synonyms, Klevu will also suggest examples and any associated categories it can determine.

Try the synonyms enrichment in action now:

Text to enrich:

Or, select an example: [couch](#), [t-shirt](#), [mobile](#), [outdoor](#), [standing table](#), [dress](#), [shorts](#), [memory](#), [wire](#), [diaper](#), [child](#), [sink](#), [cream](#), [diary](#), [tonic](#), [chips](#), [shrimp](#) Go ->

Results:

Keywords	Synonyms	Examples	Categories
<u>outdoor</u>	conservatory exterior back yard patio rustic external courtyard outdoors outside garden backyard terrace open		

Leverage NLP capabilities to understand your customer

- Measurement normalisation

780mm x 980mm tile flashing

780mm x 980 mm tile flashing

HELP & ADVICE

- > Concrete roof tile buyer's guide
- > What is code 4 lead flashing used for?
- > Upgrade your lead flashing fixing clips with halclip+

HOW CAN WE HELP?

- Customer Services
- How To Guides
- Delivery

PRODUCTS

Product Name	Price (inc vat)
VELUX Pro+ EDW MK04 2000 Insulated Single Tile Flashing - 78cm x 98cm	£108.00
VELUX EBW MK04 0021B Twin 120mm Tile Flashing 18mm Gap - 78cm x 98cm	£187.00
VELUX EBW MK04 0021C Twin 120mm Tile Flashing 50mm Gap - 78cm x 98cm	£187.00
VELUX EKW MK04 0021E Coupled Tile Flashing 100mm Gap - 78cm x 98cm	£174.00

78cm / 98cm tile flashing

78cm / 98cm tile flashing

SUGGESTIONS

- > Rooftite fix tile flashing 78cm x 98cm
- > Rooftite 2 flashings side by side for slate and tile roofs 78cm x 98cm
- > Velux ew mk04 6000 replacement single tile flashing 78cm x 98cm

PRODUCTS

Product Name	Price (inc vat)
VELUX Pro+ EDW MK04 2000 Insulated Single Tile Flashing - 78cm x 98cm	£108.00
VELUX EDT MK04 1000 Single Flat Tile Flashing with BFX Underfelt Collar - 78 x 98cm	£106.19
VELUX EKW MK04 0021E Coupled Tile Flashing 100mm Gap - 78cm x 98cm	£174.00
RooftLITE TFX Tile Flashing - 78cm x 98cm	£63.76

HELP & ADVICE

- > Concrete roof tile buyer's guide
- > Velux blind codes and sizes chart
- > How to cut and fit lead flashing

54% of ecommerce websites returned zero or irrelevant results for complex search queries using natural language.

The screenshot shows the Paul Smith website interface. At the top, the Paul Smith logo is on the left, and navigation links for 'NEW IN', 'MENS', 'WOMENS', 'JUNIOR', 'HOME', and 'DISCOVER' are in the center. On the right, there are links for 'STORES', 'SEARCH', 'SERVICES', and utility icons for account, smiley face, bookmark, and shopping bag.

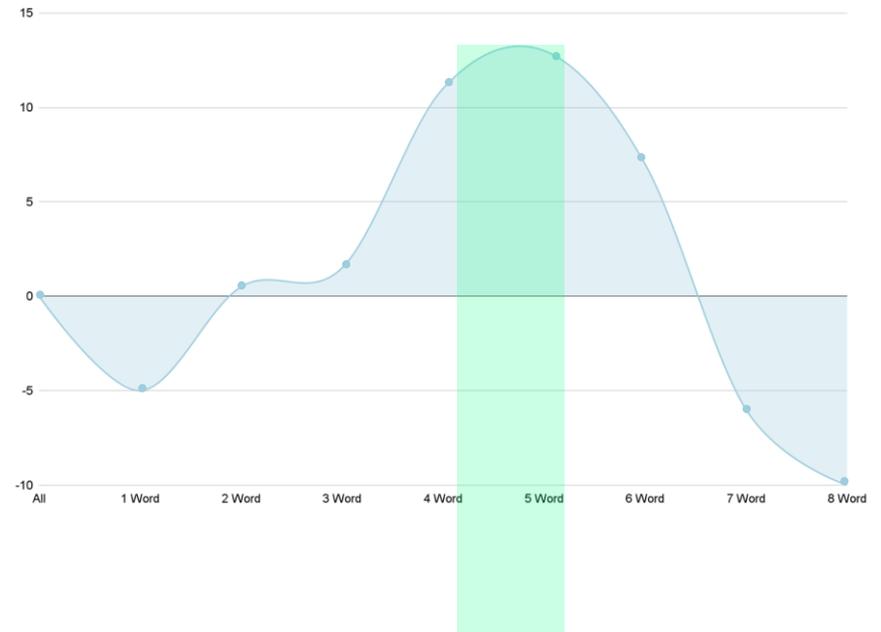
The main content area is divided into three sections:

- Left Section:** Titled '6 STORIES & PAGES', it features a large image of a man wearing a light-colored blazer. Below the image is the text: 'Why You Should Be Wearing A Statement Suit (& How It's Done)'.
- Middle Section:** Titled '20 PRODUCTS View all ↗', it lists four blazer products with their respective colors and prices:
 - Men's Slate Blue Marl Two-Ply Hopsack Three-Button Blazer: Slate Blue £600.00
 - Navy Lightweight Sports Blazer: Navy £300.00
 - Casual-Fit Tan Cotton-Blend Blazer: Tan £285.00
 - Casual-Fit Black Herringbone Cotton Blazer: Black £300.00
- Right Section:** A search results overlay for the query 'men's blazer under700'. It features the Paul Smith logo and two key performance indicators:
 - 74%** increase in revenue from on-site search
 - 31%** increase in ecommerce conversion rate

Comprehending engagement

The search box is a website's most effective means to **establish dialogue** with the customer

Search conversion peaks at **5 words**



Automate Banners & Merchandising

Draw attention to featured specials and offers.

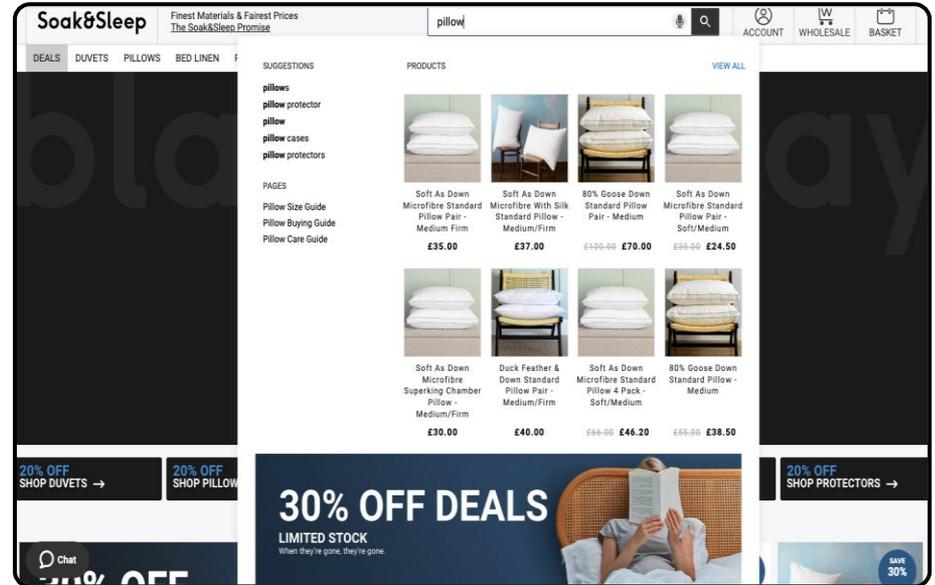
Schedule time-bound campaigns for visual banners and product boosting.

12%

Increase in site search conversion rate

24%

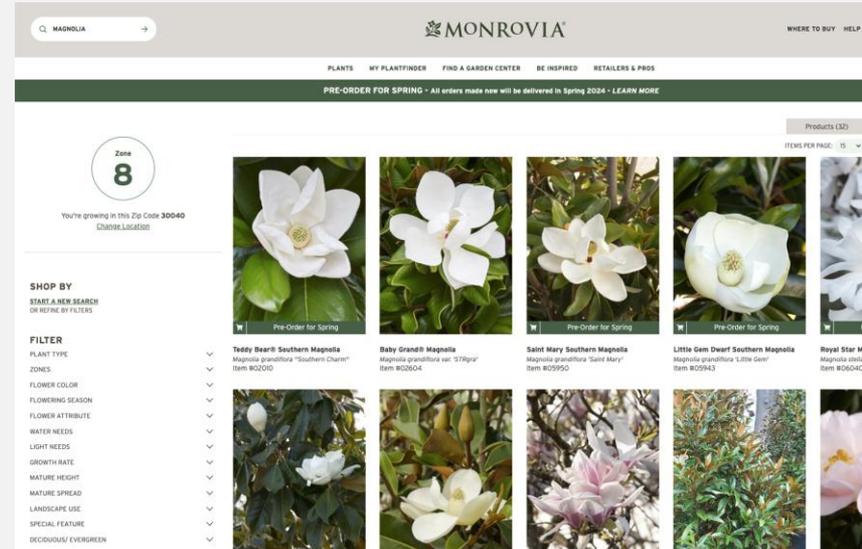
Increase in site search per session value



Best Practices

AI-powered relevance and refinement

Ensuring relevant products and filters on the search or category page allows shoppers to quickly narrow down their options.



50%

increase in site search

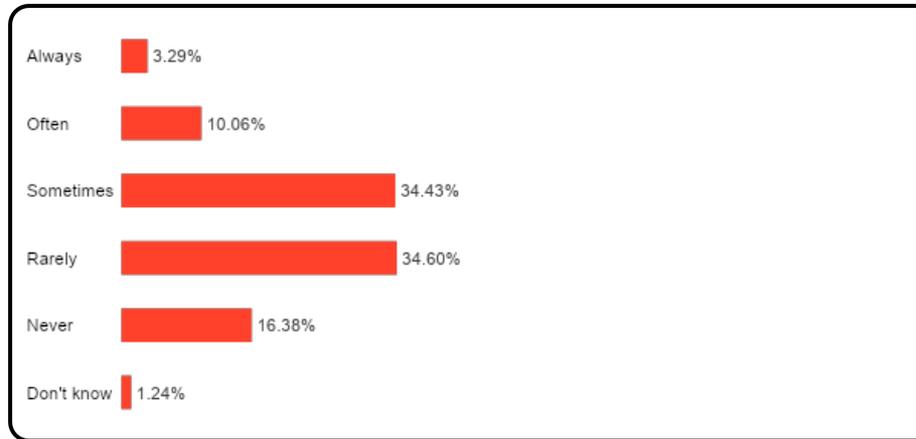
"No result"

searches significantly lowered

Enhancing Customer Experience: The Power of Smart Recommendations

Just under half (47%) of adults who shopped online in the last 6 months were always, often or sometimes influenced by product recommendations

- Younger people (i.e., 18–34) are more influenced by product recommendations with 26% being influenced either always or often compared to 13% overall



AKC_Q4. How often, if at all, are you influenced by product recommendations (e.g., 'users also bought', 'style with', 'similar products')? (Please select the option that best applies)

Unweighted base: All GB adults who have shopped online in last 6 months (1900)

Best Practices

AI-powered product recommendations

PHILIP KINGSLEY

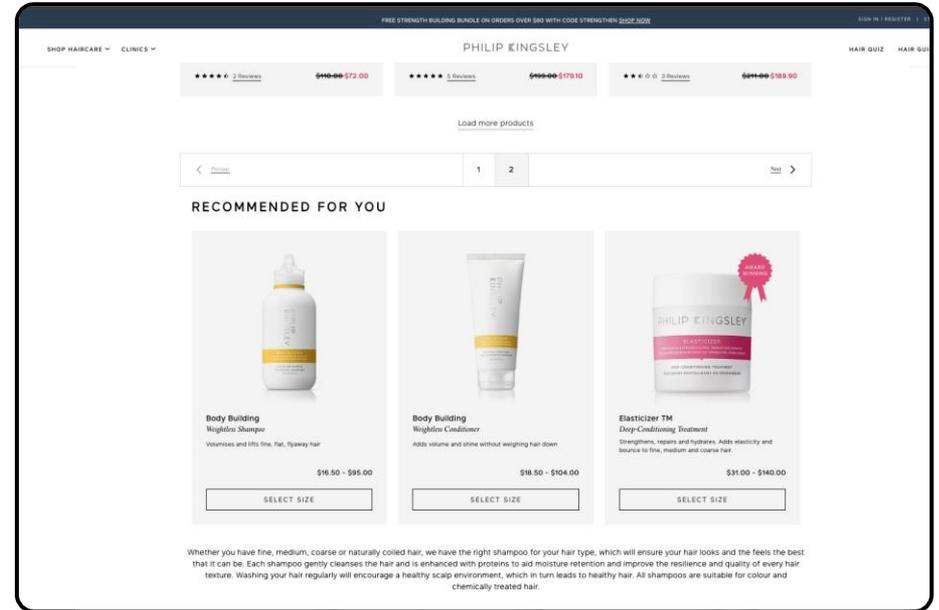
Consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.

20%

Increase in ecommerce conversions

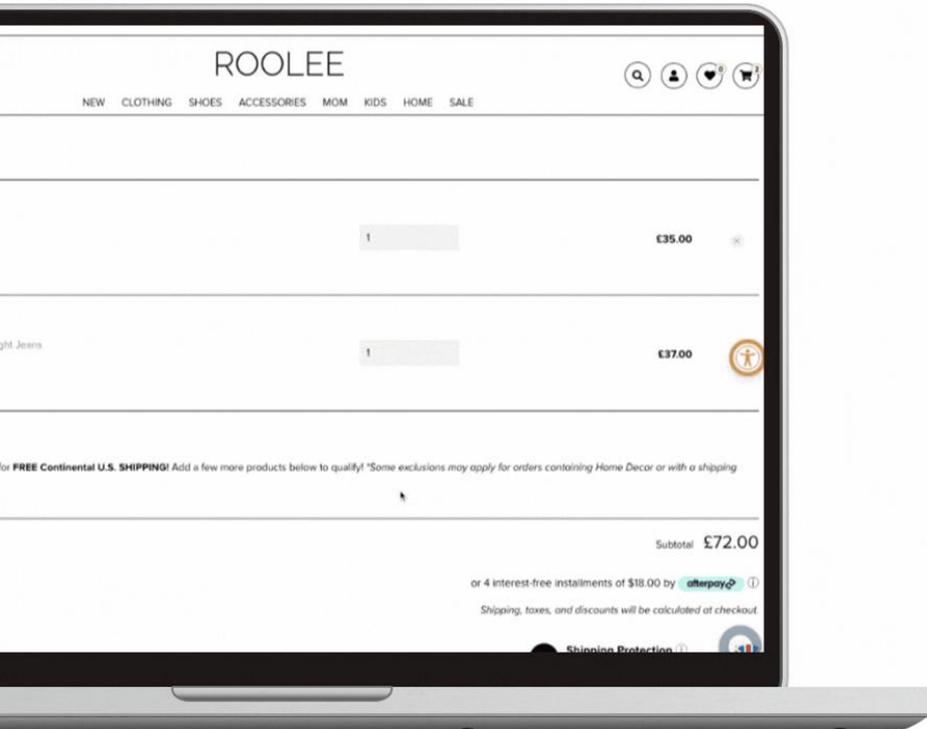
10%

Increase in per session value



Purchase

Use smart product recommendations at checkout



Show recommendations that make sense for the items in the basket



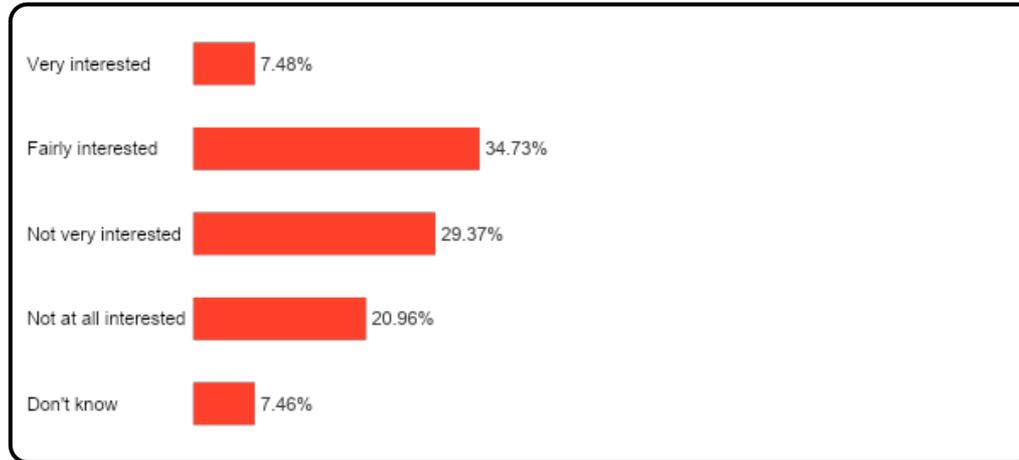
Show recommendations based on shopper intent in that session, or a recent session

+7%

Typical average order value increase

Over 4 in 10 (42%) who have shopped online in the last 6 months were interested in a feature that adjusts an online store's layout and content based on their interests and past behaviors

- Interest among younger generation (18-24) and (25-34) is 63% and 62% which is comparatively higher than 35+ age groups

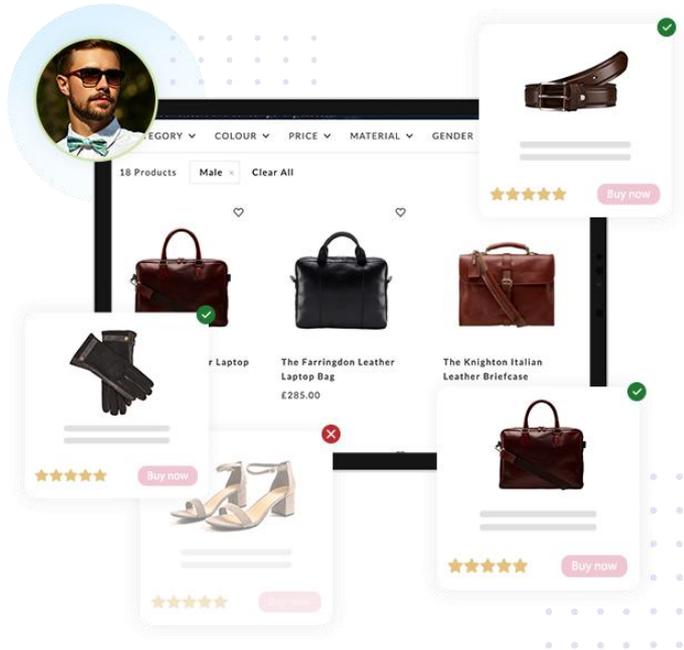


AKC_Q7. How interested, if at all are you in a feature that adjusts an online store's layout and content based on your interests and past behaviours? (Please select the option that best applies)

Unweighted base: All GB adults who have shopped online in last 6 months (1900)

Browse

Personalization – and avoiding filter bubbles



Reset any personalization tools frequently to avoid outdated data.



Personalize based on behaviour or shopper intent over demographics.

+6%

Typical uplift in average order values when these principles applied

Online Home Shop

The screenshot displays the Online Home Shop (OHS) website. The header includes the OHS logo, a search bar with the placeholder text "Search here e.g. Duvet Set", and navigation links for currency (GBP), language (UK), user profile, and shopping cart. Below the header, there are navigation tabs for "NEW IN", "BEDDING", "HOODIES", "POPULAR SEARCHES", "TRENDING NOW", "SALE", "CLEARANCE", and "GARDEN".

The "POPULAR SEARCHES" section lists: Duvet Set, Pillow, Hoodie Blanket, Weighted Blanket, and Yankee Candle. The "TRENDING NOW" section features three product images of "Brentfords Teddy Fleece Fitted Sheet" in Silver Grey, Charcoal Grey, and Blush Pink. A large banner on the right promotes "Cozy Vibes Night by the Fire" with the text "Experience a cosy, fire-lit Christmas of trendy and luxurious lounging." and a "SHOP NOW" button. A circular badge indicates "Up to 60% off".

The main content area features a large image of a person wearing red and white patterned pajamas sitting on a beige sofa next to a decorated Christmas tree.

Cookie Policy
We use cookies on our site to give you the best experience. By using our site,

Search & Product Discovery Audit: klevu.com/audit

Audit your client's search and product discovery experience often. Klevu offers a free comprehensive audit at klevu.com/audit, which looks at these categories, and gives a scorecard with tips.



FACTORS	SCORE & PARAMETERS	TARGET KPI	TYPICAL UPLIFT*	PRIORITY FOR YOU
Search UX	 Usability of Search	Sessions with search	+42%	Very High
Relevance of Search	 Product Type Queries	Search conversion rate	+21%	High
	 Feature Type Queries	Search-led revenue	+39%	
	 Searchable blog and CMS content	Site-wide conversion rate	+18%	
	 Guided Autosuggest			
	 Voice Search			
	 Automatic Typo Detection & Autocorrect			
Merchandising & Recommendations	 Filters on Search Results page			
	 Filters on Category Page	Recs conversion rate	+64%	Very High
	 Banners and Merchandising	Recs click-through rate	+16%	
	 Dynamic AI Merchandising	Revenue from categories	+15%	
 Types of Recommendations	Average order value	+19%		

*We recommend getting a [demo consultation](#) and ROI model from Klevu so that we can understand how your merchandising is currently done and give more accurate ROI analysis. Uplift stats come from an average across a sample of 37 Klevu client [case studies](#) and insights from the [Klevu Customer Census](#). Percentages over 80% have been removed from the averages to produce more realistic average numbers. Product Recommendations conversion rate and click-through rate includes the Klaviyo Integration. See [Cambridge Satchel case study](#). Please note that these uplifts are not guarantees, only indicators based on what other Klevu clients have achieved.

Request a FREE ecommerce audit

Let our experts dissect your product discovery journey and uncover areas that may need improvement.

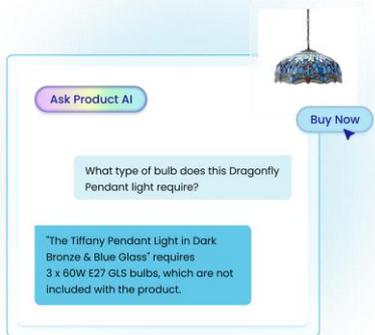
- An analysis of the website, including an overall health score, where you sit within the market in an informative report
- Search usability and product recommendations improvements
- Mobile site UX improvements
- Action plan to create revenue growth opportunities



klevu.com/audit

Asklo: Product Questions & Answers

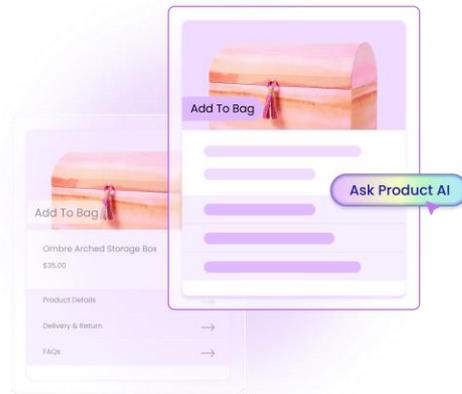
Turn visitors into shoppers with Asklo AI assistant



Answer questions with AI, help shoppers checkout faster

Speed up your customers' purchase journey by using Asklo AI to instantly answer their questions on product, shipping, and much more.

- ◆ AI-generated Q&A and follow-ups
- ◆ Intent-driven conversational AI
- ◆ Customizable questions and answers



Engage shoppers with live Q&A on product pages

Create a deeply engaging Q&A experience on product pages by resolving queries in that peak moment of interest.

- ◆ Show Q&A on product pages
- ◆ Fine tune the tone and branding
- ◆ Respond fluently in multiple languages

Asklo: Product Questions & Answers

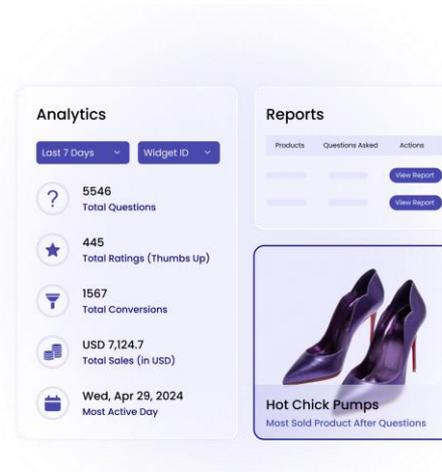
Turn visitors into shoppers with Asklo AI assistant



Resolve queries before customers reach out to support

Reduce the work burden on your support channels by clarifying repetitive customer queries directly on product pages.

- ◆ Reduce support tickets and calls
- ◆ Quickly resolve shopper queries
- ◆ Create a seamless shopping experience



Get great insights to optimize your product listings

Make your product listings more conversion focused by using Asklo's analytics to learn what shoppers desire, how they interact on the product page, and more.

- ◆ See analytics on most popular Q&A
- ◆ Learn what info shoppers want
- ◆ Optimize your product listings



Our focus: the ultimate discovery suite

Optimizing every touch point of customer shopping and product discovery

Search

tote bag

Merchandising

Women's Scarves

Recommendations

A Pair Of Trousers - Women's Navy Tapered Fit Slur Trousers
#100101

Women's Black 'Lazer' Trainers With 'Star'
#100102

Asklo

Ask Product AI

What type of bulb does this Dragonfly Pendant light require?

The Tiffany Pendant Light in Dark Bronze & Blue Glass requires 3 x 60W E27 GLS bulbs, which are not included with the product.

Buy Now

Full Product Discovery Suite making a huge impact

37%

More revenue per web session

12%

Site-wide ecommerce conversion rate increase

19%

Search-led conversion increase



Join thousands of ecommerce teams achieving up to 8% site-wide and 16% search conversion rates with Klevu.

Fashion

Paul Smith

ANYA HINDMARCH

Agent Provocateur

FRASER HART



OLIVER BONAS



Beauty & Lifestyle

BYREDO

diptyque
paris

NEOM
ORGANICS · LONDON

SKINNYDIP
LONDON

DR. BARBARA
STURM

flying tiger
copenhagen

B2B & Electronics

richersounds



HSS Hire



xerox

Topps Tiles

Food & Beverage



JACK DANIEL'S



bulk

MONIN

sommcellars

THE
CHAMPAGNE
COMPANY

Home

lights4fun

TOOLSTOP

Cox & Cox

dwell

Vera Bradley

LSE



Sports & Activewear



oneills



Paul Smith

Paul Smith needed a composable ecommerce architecture that suits the needs of the business exactly, and could grow and change with it too.

Paul Smith uses Klevu search, category merchandising and product recommendations. Paul Smith can serve up more accurate results to shoppers faster than ever before. They can trust the AI to deliver the right product and content results to shoppers, manually merchandising as lightly as possible.

We just let Klevu AI run in the background and it just works.



Hannah Bennett
Head of Digital
Paul Smith



74%

Increase in revenue from search

31%

Increase in ecommerce conversion rate

26%

Increase in per session value



AI Search & Product Discovery Platform

Trusted by thousands of online retailers, Klevu's AI-empowered search and product discovery solutions can help you achieve 3x industry standard conversion rates:

- Improve your site search conversion rate
- Maximize conversions on your product listing pages
- Increase the conversion impact of your product recommendations
- Personalize your website using advanced AI



 ★★★★★ Feb 28, 2024

"Klevu AI transformed customer experience on our website"

Chad Laurent, SIG Sauer, Inc.



Paul Smith

OLIVER BONAS



FRASER HART

flying tiger
copenhagen



SPAR 

HSS Hire

richersounds

Topps Tiles


SEASALT
CORNWALL

DR. BARBARA
STURM



Unlock Free Klevu Product Discovery for Black Friday & Cyber Monday! 🎉

Boost your holiday sales with Klevu! Get a free product discovery audit and enjoy full access to Klevu during Black Friday & Cyber Monday—with no payment until December 11th, 2024. Plus, sign an annual contract and receive 20% off.

Don't miss out on this exclusive offer!

#Klevuai





Lauren Jones
Partnerships Manager, Klevu

lauren.jones@klevu.com



Midwest Ecommerce Summit