

Personalization that
pays more:

How Netcore Unbxd Search drives conversions



Ecommerce has never been more competitive. Businesses across verticals must religiously drive conversions and finetune the customer experience at the same time.

One crucial factor in accomplishing these two is to make sure product discovery remains convenient, top-of-the-mind, and perfectly aligned with the exact shoppers' intent.

However, many retailers often face challenges at every step—from retaining shopper attention to promoting free browsing and grabbing cross-selling opportunities to simply closing the sale.

As an AI-powered product discovery and recommendations platform, **Netcore Unbx** offers feature-packed solutions that iron out major pain points in the shopper journey, improving search results, cementing engagement, and boosting conversions.

This whitepaper deconstructs the most relevant factors shaping product discovery, why it matters, the crucial challenges in the sales funnel, and what can be done to ensure a tailored journey that turns curious first-time shoppers into repeat customers.



Some constant challenges that ecommerce brands often face

Attention and retention

A study by McKinsey & Company found that 71% of consumers expect personalized interactions from companies, and 66% are frustrated when this doesn't happen. However, retailers may struggle to maintain shoppers' attention and prevent drop-offs.

Critical contributors to these challenges include:

- Lack of personalization in search results.
- Lengthy paths to purchase.
- Zero-query issues that frustrate users.

Friction points in the funnel

From increasing Customer Acquisition Costs (CAC) to dormant customers, common friction points include:

- Poor content relevance.
- Ineffective upselling and cross-selling personalization.
- Identity gaps and need for customer understanding.



What makes onsite product discovery and engagement indispensable?

Now, the question is, why should retailers focus on product discovery and engagement? Here are the key reasons:

Cheapest and most innovative way to increase margins

By investing in better discovery tools, retailers reduce their dependence on costly marketing campaigns while enhancing the shopper experience.

Enhanced search and recommendation

Smart search, tailored recommendations, and automated content lead to higher AOV (Average Order Value) and conversion rates.

Customer trust through personalization.

Trust and loyalty grow when customers receive relevant results and personalized suggestions. **As reported by McKinsey**, companies that excel at personalization generate 40% more revenue from those activities than average players.

Improved funnel performance

A strong product discovery mechanism tackles friction points, decreasing drop-off rates throughout the sales funnel.



Driving next-gen ecommerce with innovative AI tools

The **2023 AI Index Report by Stanford HAI** highlights that the demand for AI-related professional skills is increasing across virtually every American industrial sector, indicating widespread adoption of AI technologies

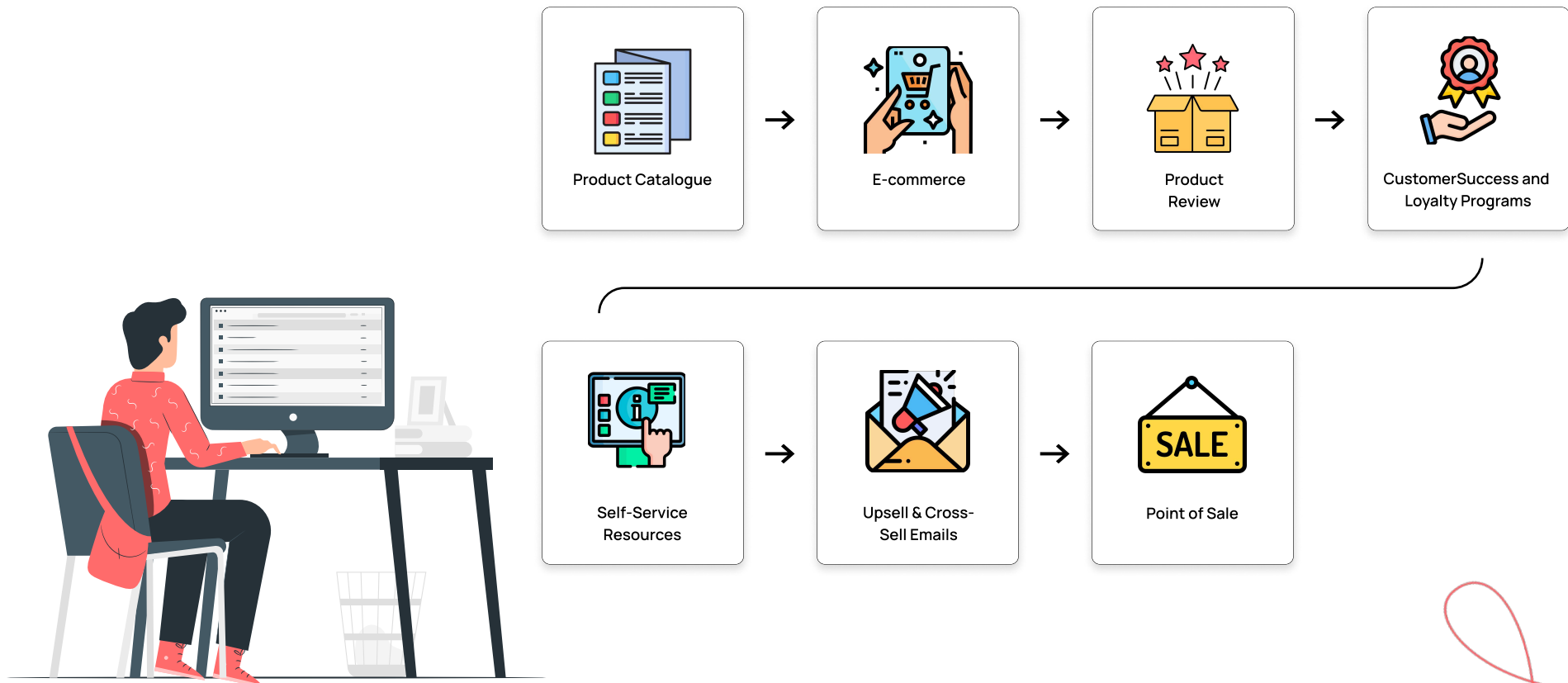
AI in product content optimization

- **Natural language processing (NLP):** Enhances product descriptions and searchability.
- **Visual search capabilities:** Uses AI to enable image-based searches, a growing trend among Gen Z consumers.
- **Predictive analytics:** Powers merchandising by forecasting demand and updating product relevance dynamically.



Integration across customer touchpoints

Unbx leverages AI across 17 key shopper touchpoints, from digital marketing to post-purchase loyalty programs, creating a seamless experience. Highlighting a few key touchpoints here.



Unbx's fresh and distinct approach to personalized retail for more ROI

As an intuitive product discovery platform, Unbx addresses these challenges with precision through its cutting-edge AI tools.

Smart site search

Truth be told, smart search isn't just a feature in our suite; it's a critical driver of enterprise ecommerce growth. Netcore Unbx uses advanced self-learning algorithms to analyze user intent, delivering relevant results instantly.

For a purchaser, this means that their search for a "modern dining table under \$500" would bring them exactly what they needed without wading through irrelevant options.

This is crucial because **Salesforce's research** found that 65% of consumers say they will stay loyal if a company offers a more personalized experience.

Additionally, customers can refine their search using dynamic, real-time filters, improving their ability to navigate extensive catalogs. With NLP, Unbx interprets complex queries to deliver precise and relevant results instantly.

That's not all; retailers can enhance customer experience with AI-powered zero-query management that dynamically suggests alternatives when no search results are found.

Personalized recommendations

A Statista survey revealed that **47% of global business leaders** identified data accuracy as the foremost criterion for measuring the success of AI-driven personalization efforts.

Unbx's AI-driven search curates product suggestions based on browsing behavior and purchase history.

It also extends personalized recommendations to other channels, such as email and in-app notifications, creating a cohesive experience.

Enterprise merchandising

Enterprise merchandising goes beyond product display; it creates a shopper journey that enhances satisfaction and profitability.

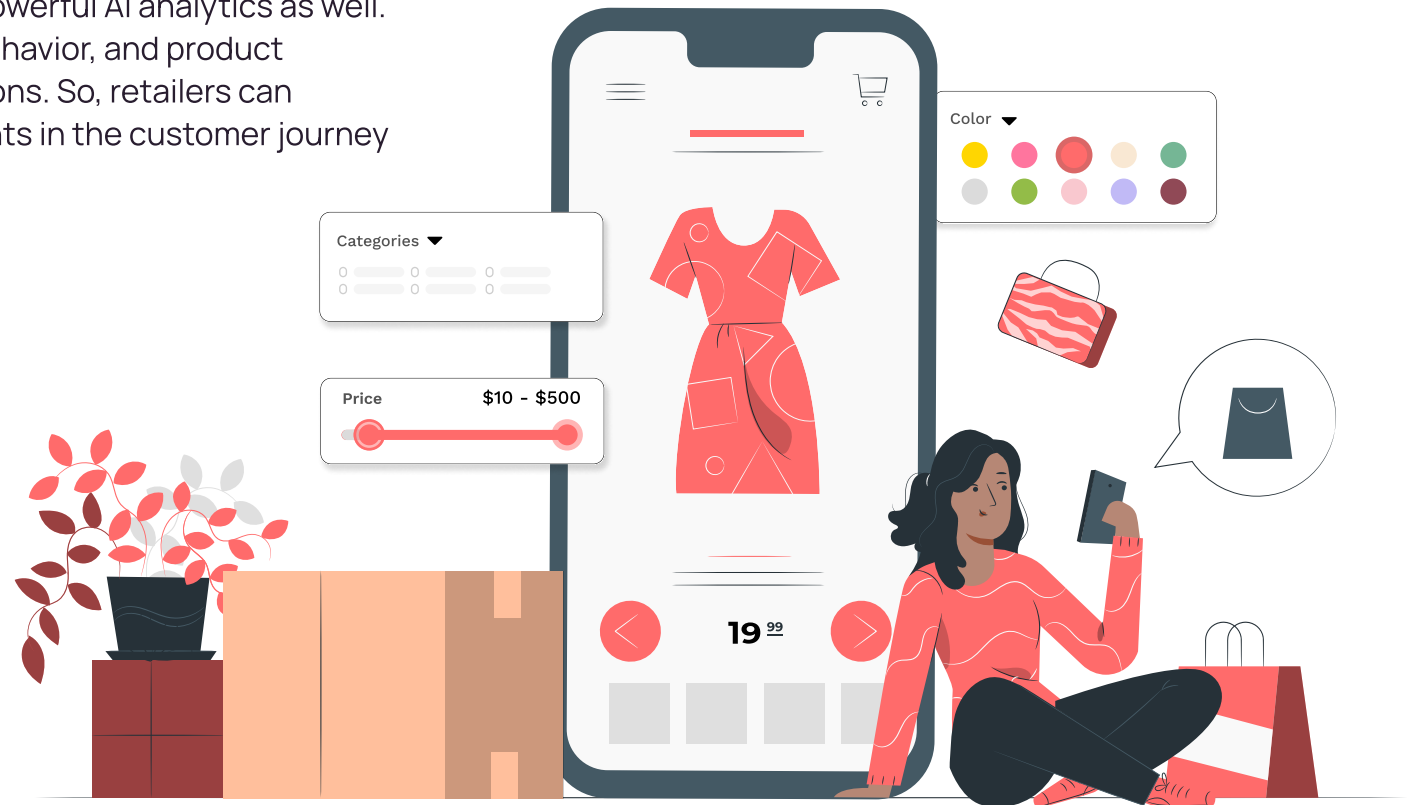
Netcore Unbx's AI algorithm and strategic insights help retailers maximize their ecommerce potential through tailored recommendations and real-time adjustments, allowing businesses to maximize revenue.

Mobile-first design

All tools and features are optimized for mobile devices, catering to the growing number of mobile-first shoppers. Plus, it handles high-traffic loads during sales, promotions, and peak seasons without compromising performance.

AI-powered insights for retailers

Netcore Unbx provides retailers with powerful AI analytics as well. Gain insights into search trends, user behavior, and product performance to drive data-driven decisions. So, retailers can quickly identify and address friction points in the customer journey to boost conversions.



Some of Netcore Unbx's monumental success stories

Mitre 10

- Challenge: Lengthy paths to purchase, irrelevant search results, and zero queries.
- Outcome:

Search Usage **↑ 261%**

Zero Queries **↓ 60%**

AOV **↑ 17%**

MoM Conversion Rate **↑ 21%**

Elite Supplements

- Challenge: Misaligned search, lack of recommendations, and customer churn.
- Outcome:

Conversion Rate **↑ 14%**

Per-Session Value **↑ 16%**

Direct Order Uplift **↑ 26%**

MoM Conversion Rate **↑ 21%**

Netcore Unbx search molds shopper frustration into delight

Unbx's AI-powered product discovery solutions bridge the gap between shopper expectations and retailer capabilities. By focusing on personalization, seamless engagement, and technical excellence, Unbx empowers ecommerce retailers to achieve their attention, retention, and profitability goals. Want to try it out for your ecommerce brand?



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