

Searchandising: The missing link to ecommerce success & better ROI ✨



The exponential growth of global ecommerce, projected to reach \$7.4 trillion by 2025 (Statista), underscores the critical importance of sophisticated product discovery mechanisms. Expansive product catalogs offer consumers unprecedented choices but introduce significant navigational challenges simultaneously. Research from the [Baymard Institute](#) reveals a stark reality: 41% of ecommerce platforms struggle with basic search query management, including handling synonyms and misspellings. These limitations create friction in the purchasing journey and hinder conversion potential.

To remain competitive, retailers must evolve beyond outdated search tools to deliver personalized, relevant, and seamless product discovery experiences. This is where searchandising—combining intelligent search functionality with strategic merchandising—emerges as a transformative approach.



What is searchandising? ✨

Searchandising represents the convergence of search functionality and intelligent merchandising to address the complex challenges of modern digital retail. By leveraging artificial intelligence (AI) and machine learning (ML) algorithms, this methodology enables real-time analysis of shopper behavior, precise interpretation of intent, and dynamic optimization of product recommendations.

Unlike traditional search tools, which rely primarily on keyword matching, searchandising integrates comprehensive data analysis and contextual merchandising strategies. This approach personalizes the shopper's experience, enhances product discoverability, and drives business outcomes such as higher conversion rates and improved ROI.

Key capabilities include:

- Intelligent query understanding beyond simple keyword matching
- Real-time personalization of product recommendations
- Dynamic adaptation to shopper behavior and market trends
- Optimization of product visibility and inventory management
- Enhanced conversion potential through contextually relevant suggestions

AI and ML innovations powering searchandising ✨

1. Natural language processing for query understanding

Searchandising systems powered by natural language processing (NLP) can interpret complex, conversational, and contextually ambiguous queries.

For example, a query such as "lightweight laptop for travel under \$1,000" is broken down into key components—intent ("lightweight," "travel"), constraints ("under \$1,000"), and product type ("laptop"). These systems also handle synonyms, contextual variations, and regional language preferences to ensure that queries deliver precise and relevant results.

2. Behavioral data analysis for personalization

Machine learning models analyze shopper behavior data—such as clicks, scrolls, dwell time, and purchase history—to predict intent and preferences. This behavioral analysis enables searchandising systems to deliver personalized product recommendations in real time, improving relevance and driving higher conversion rates.

3. Dynamic ranking algorithms for smarter product visibility

AI-powered ranking algorithms dynamically prioritize products based on business goals and shopper-specific preferences. For example, the system may prioritize high-margin or inventory-critical items while aligning results with a shopper's intent, ensuring relevance and profitability.



4. Deep learning for synonym recognition

Traditional search tools often fail to recognize variations in terminology, resulting in irrelevant results. In contrast, deep learning models in searchandising identify relationships between words (e.g., recognizing that “sneakers” and “running shoes” are interchangeable). This ensures that search results accurately reflect shopper intent, reducing frustration and increasing satisfaction.

5. Real-time adaptive learning for responsiveness

Adaptive learning systems continuously update in real time, allowing searchandising tools to respond dynamically to changes in shopper behavior, seasonal trends, and inventory levels without requiring manual intervention. For instance, during high-demand periods such as holiday sales, AI systems can prioritize trending products or adapt recommendations to reflect shifting demand patterns.

By leveraging these AI and ML innovations, searchandising provides a holistic solution that reduces search friction, enhances product visibility, and aligns with shopper expectations and business goals.



How searchandising tools drive ROI ✨

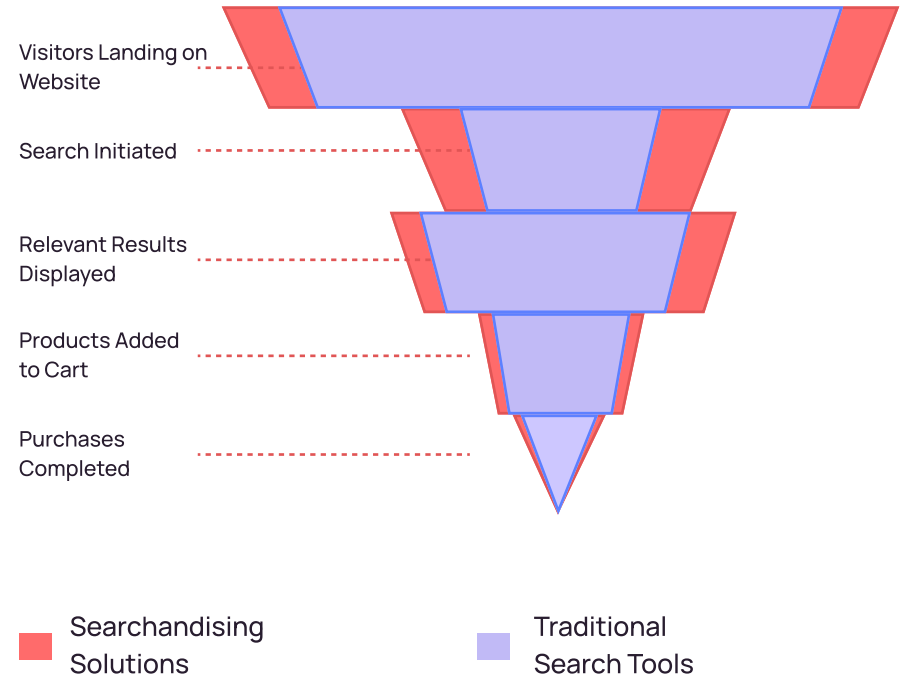
Searchandising is not just a means to enhance user experience; it is a strategic investment directly impacting business performance. By addressing inefficiencies in the shopping journey and aligning with business objectives, searchandising improves ROI through the following mechanisms:

1. Reducing abandonment rates

One of the primary causes of site abandonment is ineffective search functionality. Traditional tools often fail to understand nuanced queries involving intent, synonyms, or minor spelling errors. This frustrates shoppers and increases drop-off rates.

Searchandising tools powered by AI ensure that queries return precise, relevant results. For example, a shopper searching for a "modern office chair under \$200" is presented with curated results that match the description, avoiding irrelevant listings. This reduces friction, accelerates decision-making, and improves conversion rates.

Impact of searchandising on product discovery and conversions



2. Maximizing cross-selling and upselling opportunities

Searchandising tools go beyond delivering search results—they enhance average order value (AOV) by recommending complementary or premium products. By analyzing purchase histories and browsing patterns, these tools suggest relevant items in real time.

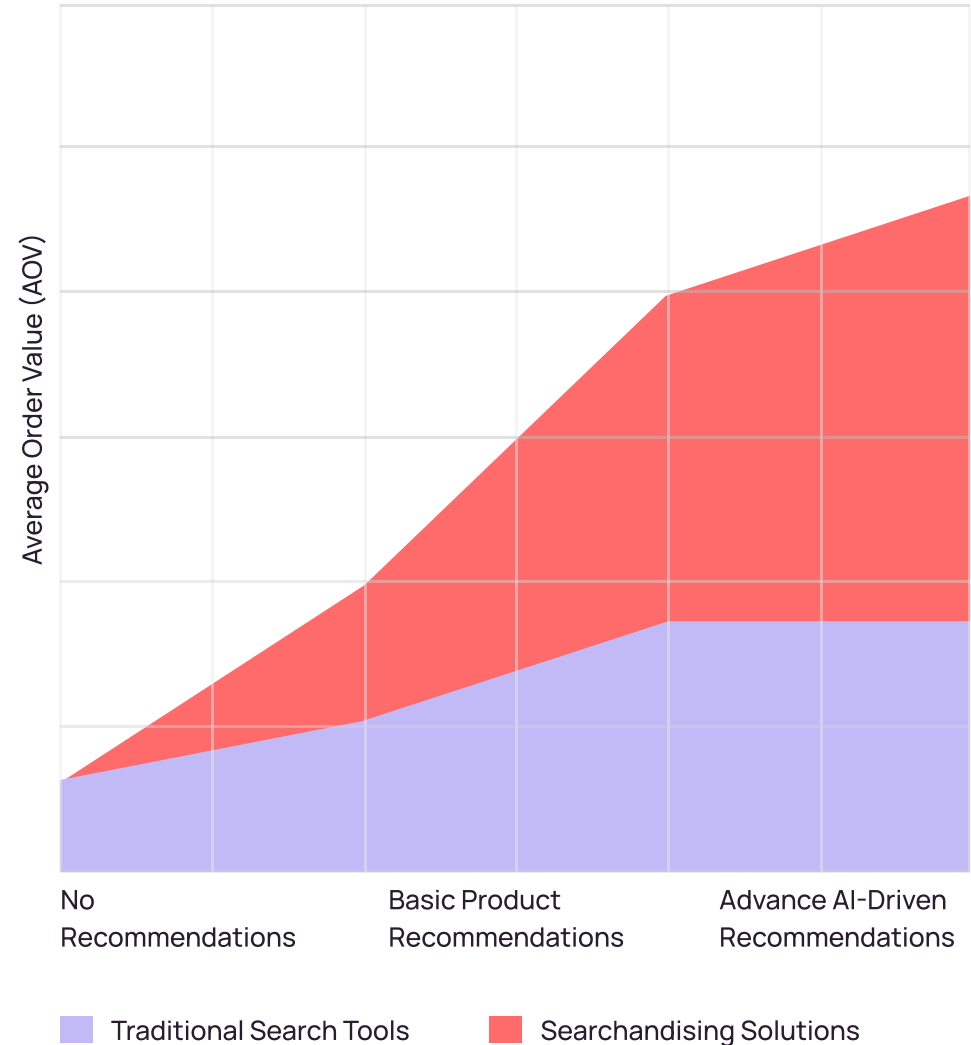
For instance, a shopper purchasing a coffee maker might see suggestions for coffee filters or a grinder, creating opportunities for increased transaction value without disrupting the shopper’s experience.

3. Streamlining inventory management

Ineffective inventory management remains a significant challenge for ecommerce businesses. Searchandising tools address this by dynamically promoting products based on inventory priorities, such as highlighting slow-moving stock or seasonal items.

For example, AI-driven searchandising tools enhance inventory management by dynamically adjusting product visibility based on stock levels and business priorities. By promoting underperforming items within relevant search results, ensuring in-stock alternatives are surfaced when needed, and aligning product discovery with seasonal trends, these tools help retailers optimize stock turnover while delivering a seamless shopping experience.

Hidden revenue potential of searchandising



4. Improving shopper retention through personalization

Retaining existing shoppers is more cost-effective than acquiring new ones. Searchandising tools personalize the shopping journey based on a shopper's preferences, browsing history, and real-time behavior.

For example, a returning shopper searching for "winter boots" might see tailored recommendations featuring their preferred brands or styles. This level of personalization enhances trust, fosters loyalty, and increases repeat purchases.

5. Delivering actionable insights

Searchandising tools provide retailers with valuable analytics, offering actionable insights to optimize decision-making. Key data points include:

- Identifying products with high search frequency but low conversion rates.
- Detecting emerging seasonal trends to inform inventory adjustments.
- Refining marketing campaigns to align with shopper behavior patterns.

Shopper personalization journey stages using a searchandising solution

STAGE	SEARCH INITIATION	EXPLORING PRODUCTS	ADDING TO CART	CHECKOUT & PURCHASE	PERSONALIZATION METHOD
Shopper Action	Typing a search query in the search bar	Browsing search results, applying filters	Selecting a product, viewing the cart	Completing the purchase	Returning for another purchase
Personalization Touchpoint	AI-powered Autocomplete & Query Suggestions	Contextual recommendations, AI-driven dynamic faceted search	Smart Upselling & Cross-Selling	Personalized Offers & Promotions	AI-Powered Loyalty & Dynamic Personalization
Personalization Method	Real-time autosuggest with typo tolerance, synonyms, predictive search, and more.	Context-aware filtering, personalized ranking based on behavior.	AI-powered "Frequently Bought Together" & "Complete the Look" suggestions.	Encouraging impulse buying using "Only a few left" & "Until stock lasts."	Predictive reordering, hyper-personalized shopping experiences.



How searchandising tools drive ROI ✨

Searchandising offers capabilities that go beyond traditional search and merchandising tools. Its advantages include:

- **Personalization at scale:** Uses data to deliver hyper-relevant recommendations.
- **Real-time adaptability:** Responds instantly to shopper behavior or market trends.
- **Faster time-to-purchase:** Reduces friction through intuitive features such as autosuggestions and error handling.
- **Alignment with business goals:** Promotes high-margin or priority products while maintaining shopper relevance.
- **Enhanced discoverability:** Surfaces appropriate items even if they are not top-sellers.
- **Operational efficiency:** Automates ranking and recommendation processes, saving resources.
- **Scalability:** Easily adapts to growing product catalogs and shopper demographics.



Are your merchandising tools meeting modern ecommerce demands? ✨

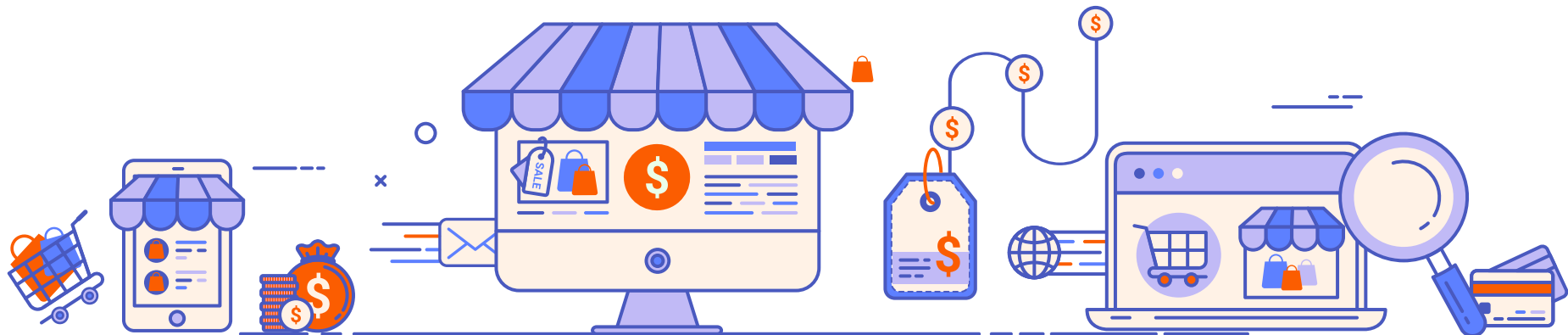
Traditional merchandising tools often fall short in today's ecommerce landscape. Common limitations include:

- 1. Limited search relevance:** Tools reliant on static keyword matching fail to account for nuances such as synonyms, intent, or complex queries.
- 2. Lack of personalization:** Legacy systems treat all shoppers similarly, reducing engagement and conversion potential.
- 3. Manual rule management:** Outdated tools require significant manual updates to reflect trends or inventory changes.
- 4. Fragmented systems:** The disconnect between search and merchandising creates inconsistent shopper experiences.

Diagnostic questions to evaluate current tools:

- Do search results account for intent, synonyms, and natural language queries?
- Can the system adapt dynamically to real-time shopper behavior or inventory updates?
- Does it provide personalized recommendations for each shopper?
- Can it surface alternatives when a product is unavailable?
- Does it align inventory management with shopper preferences?

If the answer to any of these questions is “no,” it may be time to consider upgrading to a searchandising solution.



Conclusion: Searchandising as a competitive advantage ✨

The role of searchandising in modern ecommerce cannot be overstated. By merging intelligent search capabilities with strategic merchandising, ecommerce businesses can provide seamless, personalized shopping experiences that align with shopper expectations and drive measurable business results. From reducing friction in product discovery and improving retention to increasing average order value and providing actionable insights, searchandising transforms ecommerce challenges into opportunities. For retailers looking to stay competitive in an increasingly dynamic market, searchandising is not just a solution—it is a strategic advantage.



About Unbx

Netcore Unbx is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® 2024 Magic Quadrant™ for Search and Discovery and the Forrester Wave™: Commerce Search and Product Discovery, Q3 2023 report.

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