

MICES 2017

MIX-CAMP E-COMMERCE SEARCH

Welcome at myToys!

MYTOYS GROUP



TUDOCK

OpenSource  Connections

And 'Thank you!' to our sponsors!

Schedule

- 9:30 Sessions
- 11:20 Coffee break
- 11:45 Sessions
- 12:50 Lunch
- 14:00 Sessions
- 15:05 Setup self-organising sessions
- 15:30 Self-organising sessions, Breakout session 'Implementing Search'
- 18:00 MICES 2017 ends

Approaching E-Commerce Search

Documents tend to be small and structured and to represent a single ‘thing’

- Product name, description
- Price, availability, date
- Product type (category)
- Brand
- Target Audience (Gender, Age)
- Colour, Size, Material, ...
- Image

Approaching E-Commerce Search

Documents tend to be small and structured and to represent a single ‘thing’

- Product name, description
- Price, availability, date
- Product type (category)
- Brand
- Target Audience (Gender, Age)
- Colour, Size, Material, ...
- Image

=> Yet, common information retrieval models that we use in e-commerce were developed for larger and less structured documents

Approaching E-Commerce Search

Documents tend to be small and structured and to represent a single ‘thing’

- Product name, description
- Price, availability, date
- Product type (category)
- Brand
- Target Audience (Gender, Age)
- Colour, Size, Material, ...
- **Image - crucial for ‘perceived relevancy’**

=> Yet, we hardly explore imagery in our retrieval models

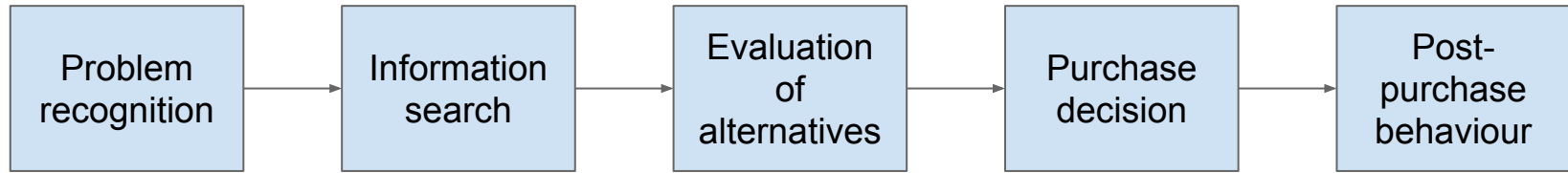
Approaching E-Commerce Search

We typically develop e-commerce search for the 'anonymous' user

- Vocabulary mismatch => search query distribution: (very) long tail
- Observing user behaviour through analytics is our most important feedback channel
- We heavily depend on running tests in a production environment

Approaching E-Commerce Search

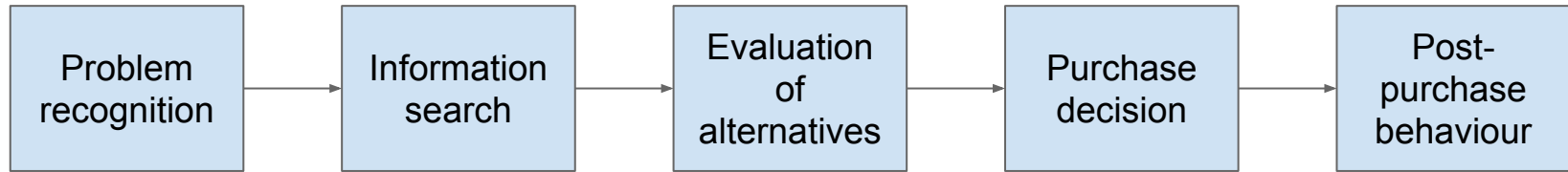
Philip Kotler, Kevin Lane
Marketing Management
1997
Peter Morville
Ambient Findability, 2005



E-Commerce Search as part of the 'buying decision process'

Approaching E-Commerce Search

Philip Kotler, Kevin Lane
Marketing Management
1997
Peter Morville
Ambient Findability, 2005



E-Commerce Search as part of the 'buying decision process'

- Search can/should be optimised towards the different stages of the buying decision process
- Purchase as a signal of a successful search

