ESEMOS

Now You Got a Search Engine

MICES 14. June 2017

Peter Rieger

Who Am I

- 10 years factory planing
- 4 years live sience
- 3 years research assistent
- 12 years search

Ergebnisse für

Peter Rieger
Boxer
Peter Rieger ist ein ehemaliger deutscher Boxer.

- Dropped 3 courses of study
- Freelancer for 12 years
- CEO for 8 years
- Daddy for 6 years

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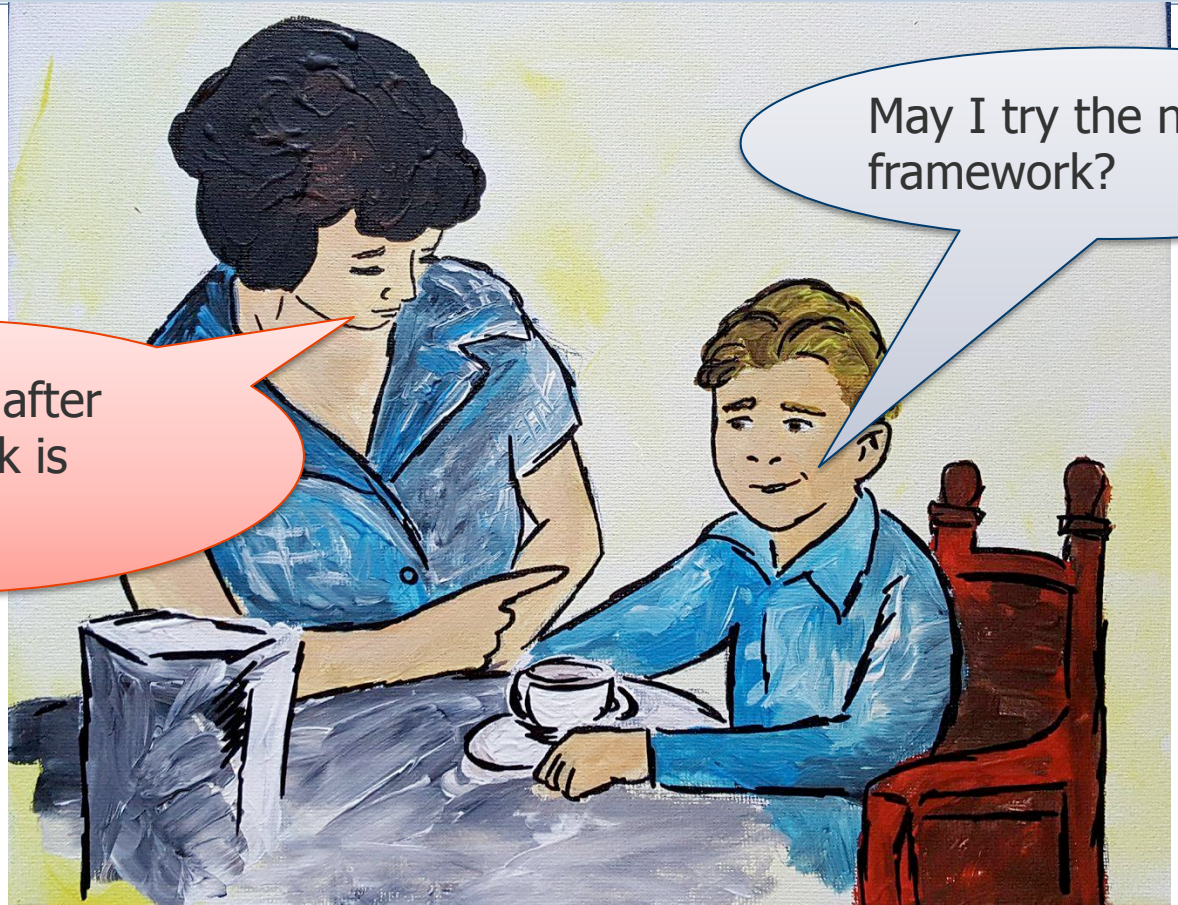
Get Your Priorities Straight



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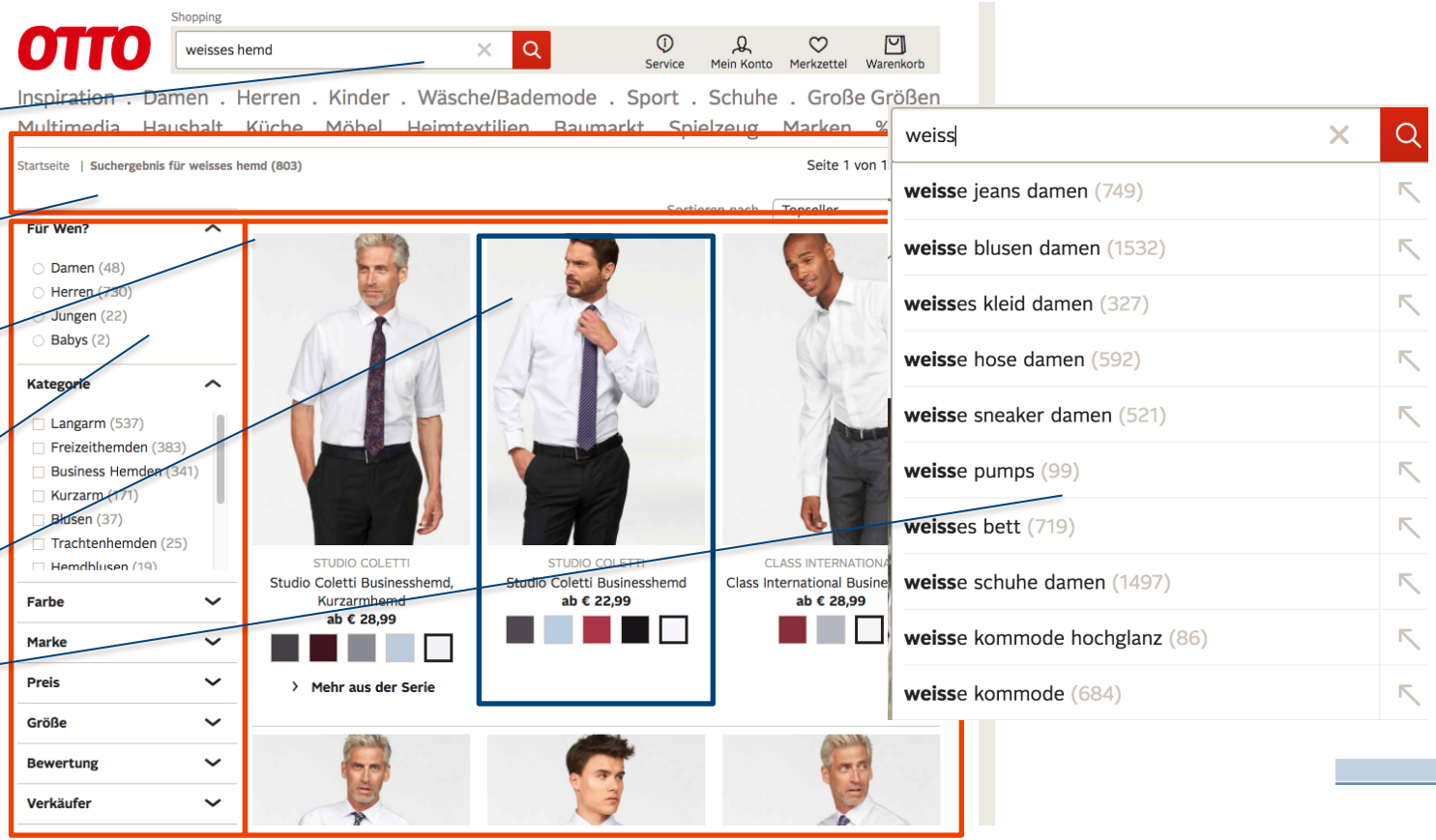
Don’t Make Them Think

- **Search Box**: How to start the search conversation?
- **Autocomplete**: Supporting the dialog
- **Summary**: What is the result all about?
- **Results**: An ordered list of actual search hits
- **Snippet**: A representation of a singe search hit
- **Filters**: Instruments for after-search interactions

The E-Commerce Search Interface

- Search Box
- Summary
- Results
- Filters
- Snippet
- Autocomplete



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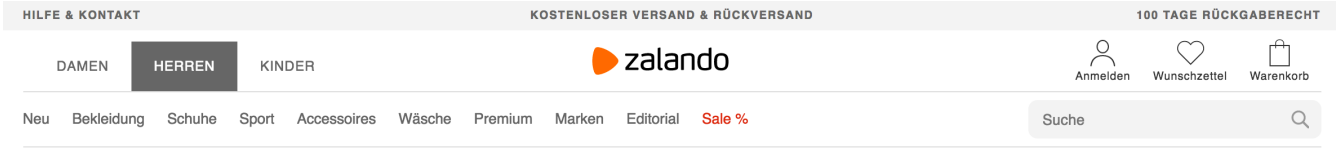
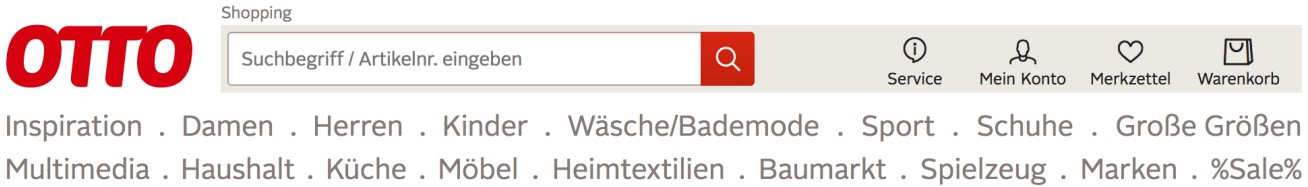
Search Boxes





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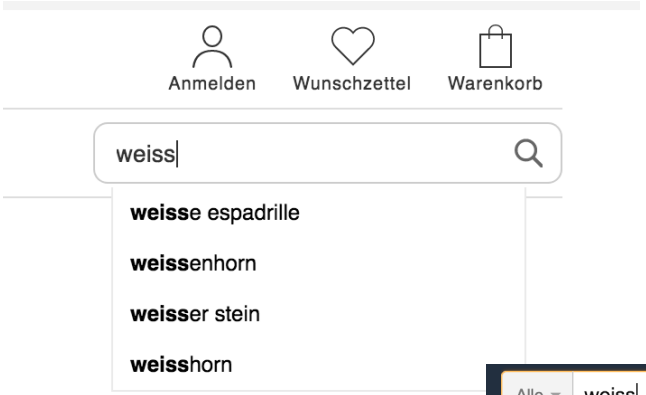
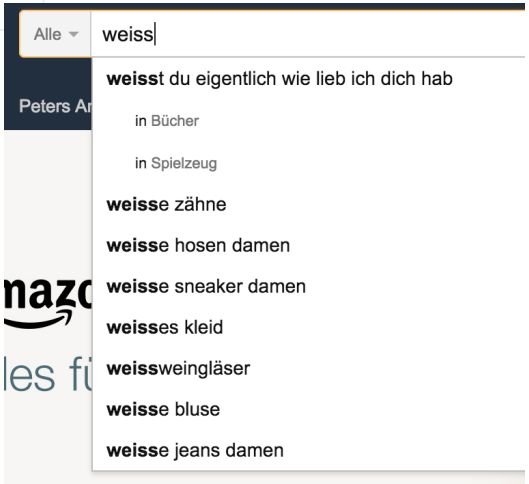
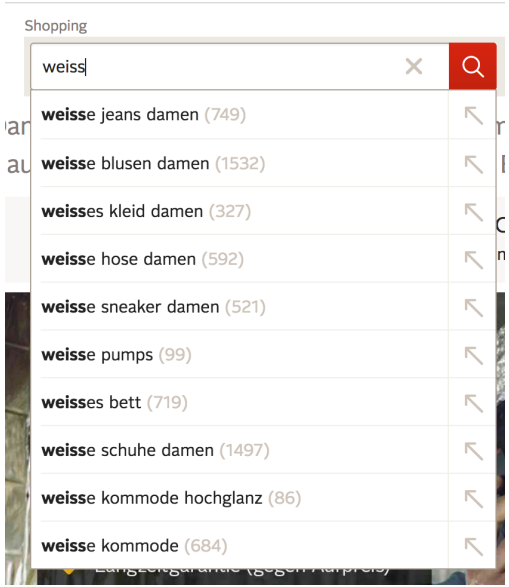
Autocomplete







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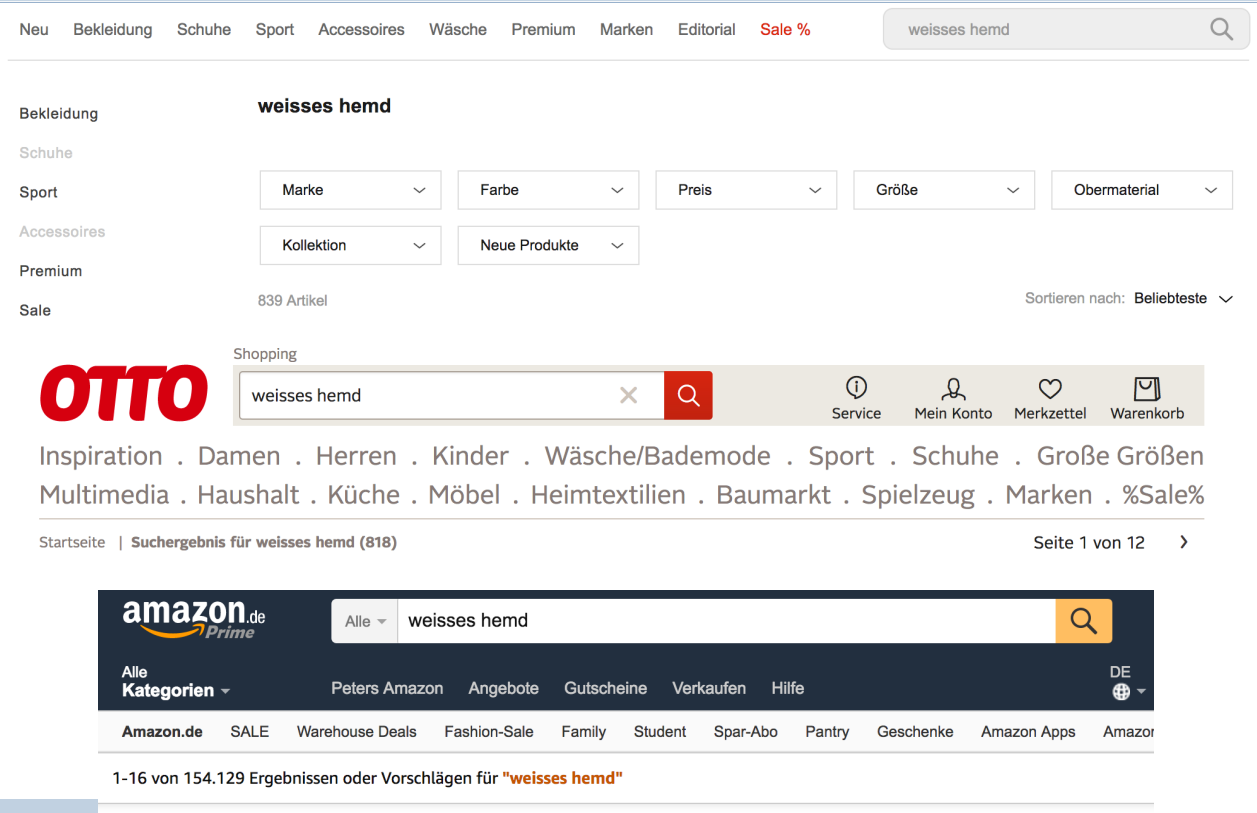
Summaries



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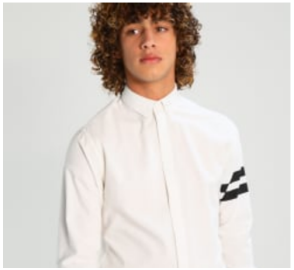
Diverse Results

HUGO 69,95 €
JASON SLIM FIT - Businessh…

Hilfiger Denim ~~89,95 €~~
SLIM FIT - Hemd - white 58,45 €

Produkt 22,95 €
PKTDEK - Hemd - white



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Focused Results

STUDIO COLETTI

Studio Coletti Businesshemd, Kurzarmhemd

ab € 28,99

› **Mehr aus der Serie**

STUDIO COLETTI

Studio Coletti Businesshemd

ab € 22,99

BRUNO BANANI

Bruno Banani Businesshemd, Formbeständig durch Elastananteil

ab € 39,99

› **Mehr aus der Serie**

Integrating Navigational Elements

Gesponsert ⓘ

MODERNO - Slim Fit Langarm Herrenmode Herren Hemd (VGDS41LS)

von MODERNO

EUR 39,90 Prime

Nur noch 13 Stück auf Lager - jetzt bestellen.

Einige Größen/Farben sind für Prime qualifiziert

★★★★☆ ▾ 33

Einkaufen nach Kategorien

Freizeithemden für Herren

Businesshemden für Herren

Sport

Paul Jones® Herren Casual Slim Fit Langarm Hemd GD5252

von GK Men's

EUR 16,99 - EUR 18,69 Prime

Einige Größen/Farben sind für Prime qualifiziert

★★★★☆ ▾ 29

10% Rabatt beim Einkauf von 1 Artikeln. 6 weitere Aktionen ▾

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Snippets

Hilfiger Denim ~~89,95 €~~
SLIM FIT - Hemd - white 58,45 €

Hilfiger Denim ~~89,95 €~~
SLIM FIT - Hemd - white 58,45 €

S M L XL XXL

STUDIO COLETTI
Studio Coletti Businesshemd, Kurzarmhemd
ab € 28,99

› **Mehr aus der Serie**

weiß
In vielen Größen erhältlich

STUDIO COLETTI
Studio Coletti Businesshemd, Kurzarmhemd
ab € 28,99

› **Mehr aus der Serie**

Paul Jones® Herren Casual Slim Fit Langarm Hemd GD5252

von GK Men's

EUR 16,99 - EUR 18,69 Prime
Einige Größen/Farben sind für Prime qualifiziert

★★★★☆ ▾ 29

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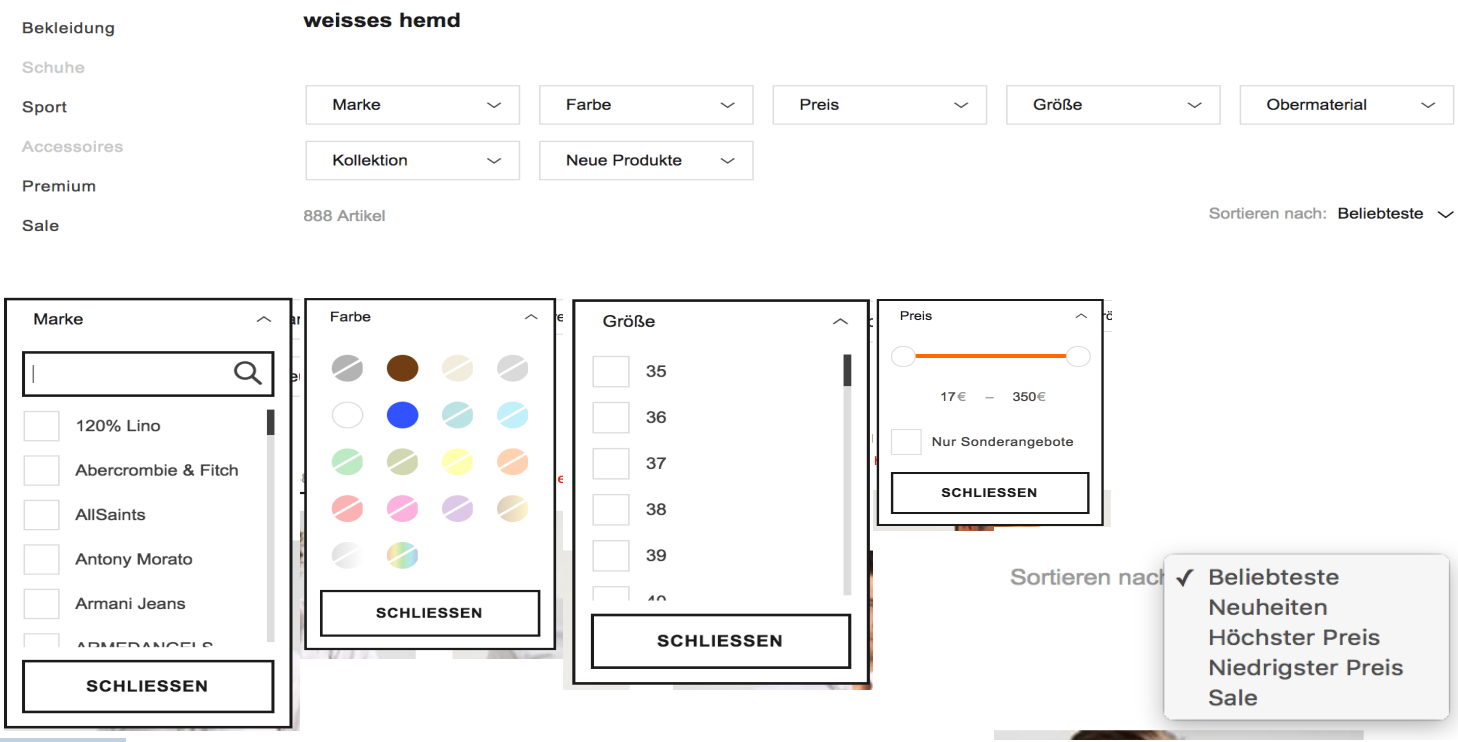
After Search Navigation: Zalando



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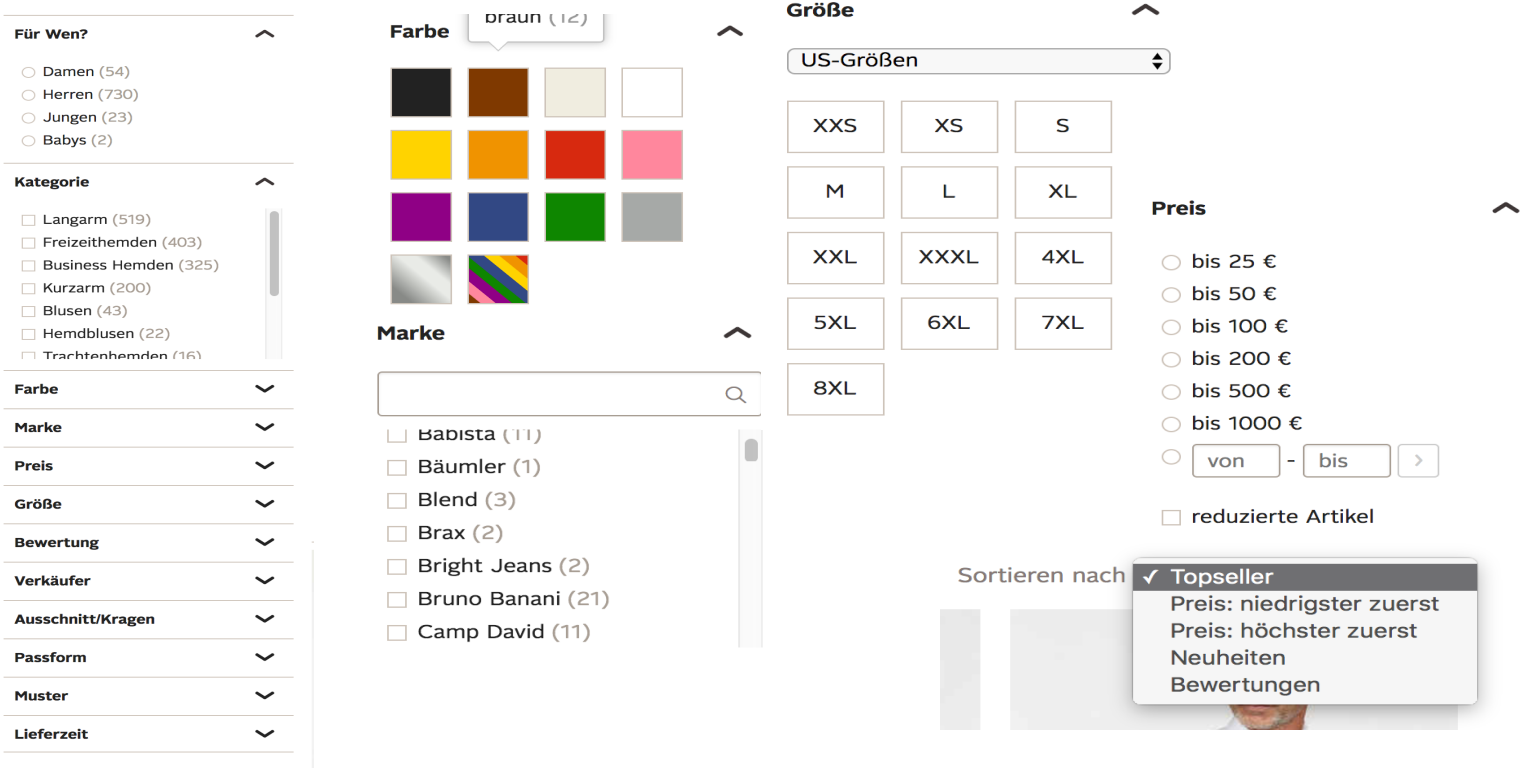
After Search Navigation: Otto



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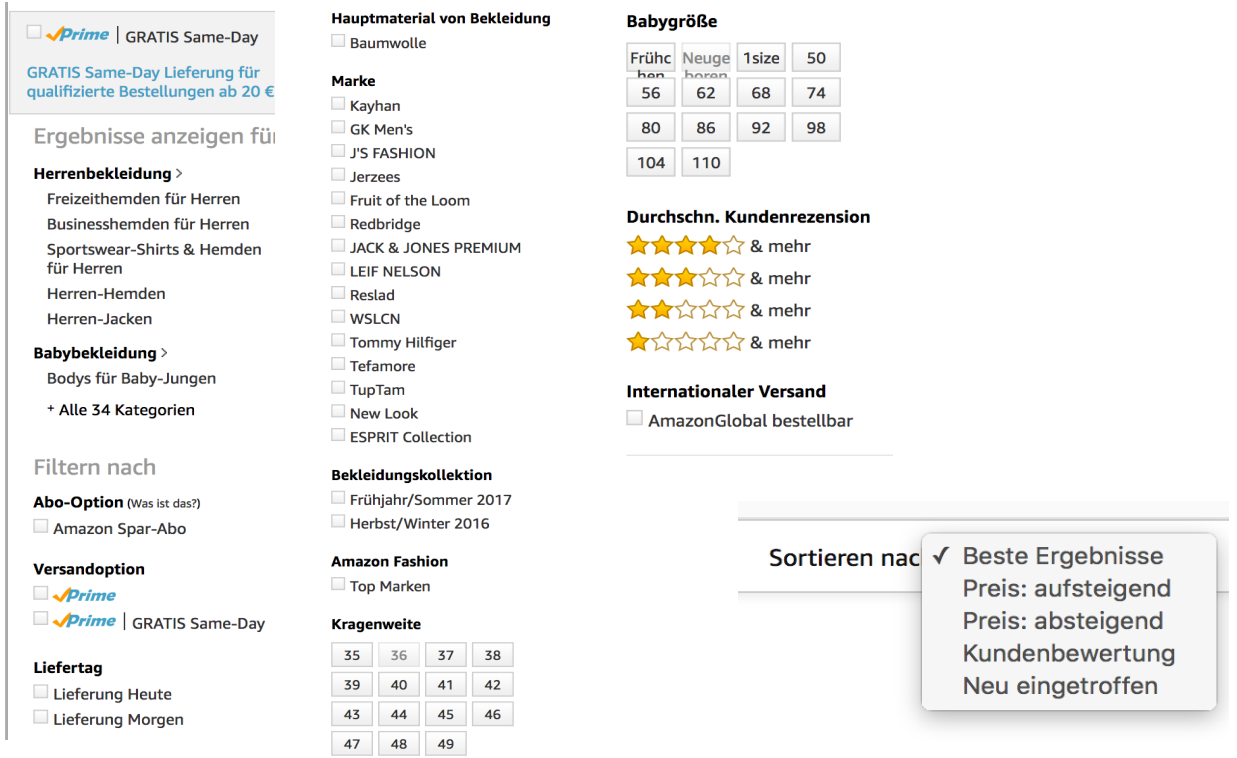
After Search Navigation: Amazon



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Types Of Search Requests

- **Exact Search**
- **Search for Product Types**
- **Search for Features**
- **Compatibility Search**
- **None-Product Search**

- Thematic Search
- Relational Search
- Search with Abbreviatons, Slang
- Subjective Search
- Symptom Search
- Implicit Search
- Natural Language Search

What Can Be Learned From Search Analytics?

2014

- 10% of the visits provided for 36% of the turnover (visits with site search)
- 40% of the query **volume** provided for 80% of the search turnover
- That 40% of query volume was based on only 1% of the search **terms**
- 20% of the most frequent search queries generated 15% of the search turnover
- 20% of the most frequent search terms generated 45% of the search turnover

Today

- 60% of the visits provide for 85% of the turnover (visits with site search)

-> Main reasons: responsive shop + interaction weighted autocomplete

Key Take-Aways

- Search can be much more than a technical commodity to retrieve text.
- Enable site search analytics.
- Use the analytics data
  - How are YOUR customers searching?
  - How do they interact with the search application?
- Optimize your product data for findability.
- Combine logistics, business and marketing data with product data.
- Measure and report search performance & impact on a regular base.

Costs and Benefits... A Rational Approach

Thank You!

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