

UNBXD Site Search

Shoppers using site search have a high intent to purchase and can drive 20-40% of your revenue.* UnbxD Site Search helps you convert these shoppers into buyers by offering a personalized online shopping experience. It is built on advanced machine learning algorithms that understand shopper affinities, deliver relevant search results, and optimize merchandise that shoppers are more likely to buy.

WHY UNBXD FOR SITE SEARCH?

Relevant search results

Understand shopper's intent and show products that they are likely to buy.

Shorter path to purchase

Deliver suggestions, right from the search box, that have the highest probability of conversion.

Personalized experience

Show products most relevant to individual shoppers.

Merchandising controls

Highlight products for promotions, new arrivals, and inventory clearance.

Mobile optimization

Offer multiple views (list and grid) and diverse products in the first two scrolls.

THE UNBXD IMPACT ON YOUR BUSINESS*

80% reduction in zero results

75% reduction in spell check issues

10% site search conversion lift

WHY SITE SEARCH?*

30-40%

of shoppers go to search bar first

244%

higher conversion for site search compared to overall site

20-30%

of revenue is driven by site search for most eCommerce sites

FEATURES OF UNBXD SITE SEARCH



CONTEXTUAL RELEVANCE

Ecommerce Context-Aware Search: Unbx'd Site Search goes beyond simple text-pattern matching techniques and is "ecommerce context-aware." It tokenizes each search query to map it to the most relevant products based on desired attributes to showcase relevant results that understand your shoppers' intent, even when they use natural language or long tail queries.

Industry Context-Aware: Unbx'd's world catalog is segregated based on industries and verticals. This makes it highly relevant for each business, requiring minimal manual intervention for synonym mapping.



VISUAL GUIDED AUTOSUGGEST

Unbx'd's predictive Visual Guided Autosuggest shortens the path to purchase, right from the search box. It delivers suggestions that have the highest probability of conversion by leveraging predictive analytics.



AUTOMATED CORRECTION AND OPTIMIZATION

Error Tolerance: Unbx'd eliminates the need for your merchandisers to manually tune site search for error correction by understanding and correcting the typos your shoppers are most likely to make.



PERSONALIZATION

User Behavior Relevance: Unbx'd's proprietary machine learning algorithms understand the data signals that shoppers leave behind, whether it's their clicks, views, carts, or orders, and ranks higher those products that have a higher probability of conversion – all in real-time.



SHOPPER-FRIENDLY USER INTERFACE

Dynamic Faceting: Shows relevant filters and facets for each category, rearranging them in the order of priority and improving the usability for shoppers who have a high intent to purchase.

Bucketed Results and Scoped Suggestions: For queries that return a large number of results, Unbx'd's machine learning algorithms showcase results segregated by their categories. This reduces the need for shoppers to scroll through multiple pages.



MERCHANDISING

Give your merchandisers complete control over your search engine, whether it is for brand campaigns, seasonal promotions, highlighting new arrivals, promoting high margin products or for inventory clearance.

Segmentation and Campaign Management: Segment shoppers based on their affinities, device types, location, and stage in the shopping cycle to create differentiated product discovery experiences and targeted campaigns.

Device Based Optimization: Unbx'd's device based optimization capabilities allow you to optimize search experiences for multiple devices. Create targeted campaigns for mobile shoppers to ensure you don't miss a great merchandising opportunity.