



Masterclass

Ecommerce Search in 2025 and beyond

Preparing for the future of AI-driven innovation

| October 16, 2024



NLP



Ontology

What should I buy...



LLM



AI

Your host today



Dr. David Urbansky

Head of Search

Impact of your on-site search on your sales performance

Stats you may already know

69%

of consumers will go straight to the internal site search to find products

Google Cloud research

2.4x

Consumers who use search are 2.4x more likely to buy

Salesforce

2.6x

Shoppers who use search spend 2.6x more than others

Salesforce

What your search should be able to do for you



Find faster

Does our search shorten the path to purchase?



Higher Sales

Does our search increase the overall on-site conversions?



Higher CLV

Does our search convert casual shoppers to repeat buyers?

Is your current search costing you sales?

Test your search experience

Keurig K45 Elite



33% of top e-commerce sites have issues with **“Exact” Searches**

waterproof backpacks



34% of top e-commerce sites have issues with **“Feature” Searches**

spring jacket

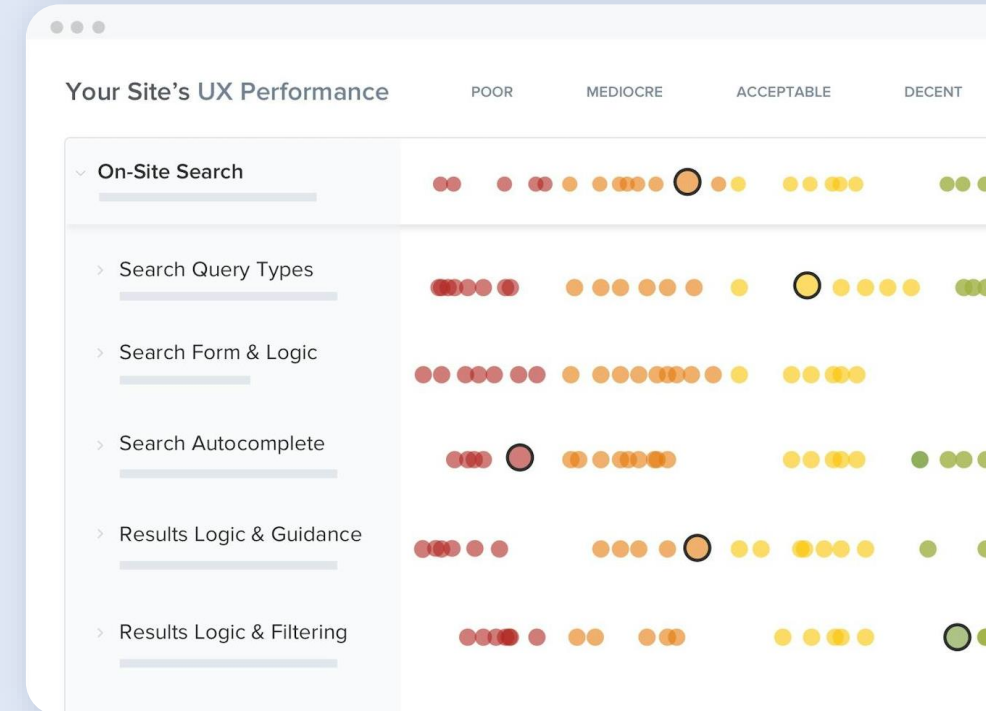


36% of top e-commerce sites have issues with **“Use Case” Searches**

Dell XPS 13 Touch Laptop adapter



31% of top e-commerce sites have issues with **“Compatibility” Searches**

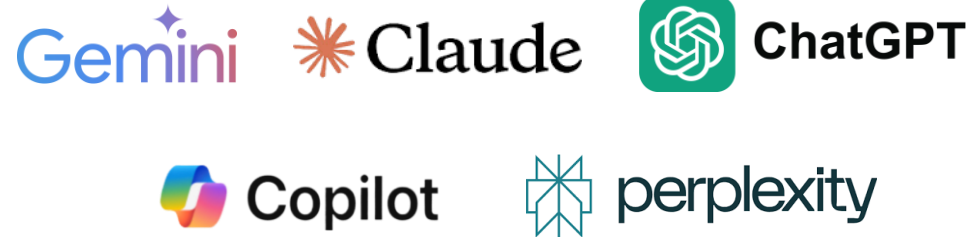


Raising the bar: AI is redefining customer expectations

Must haves yesterday:

- Synonyms
- Error Correction
- Autocomplete and predictive search
- Ranking and organization
- Merchandising
- Search powering category pages
- Multilingual search experiences

AI Chatbots



1

**Average length of
Ecommerce search
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1

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2010s: 2-3 Word Queries

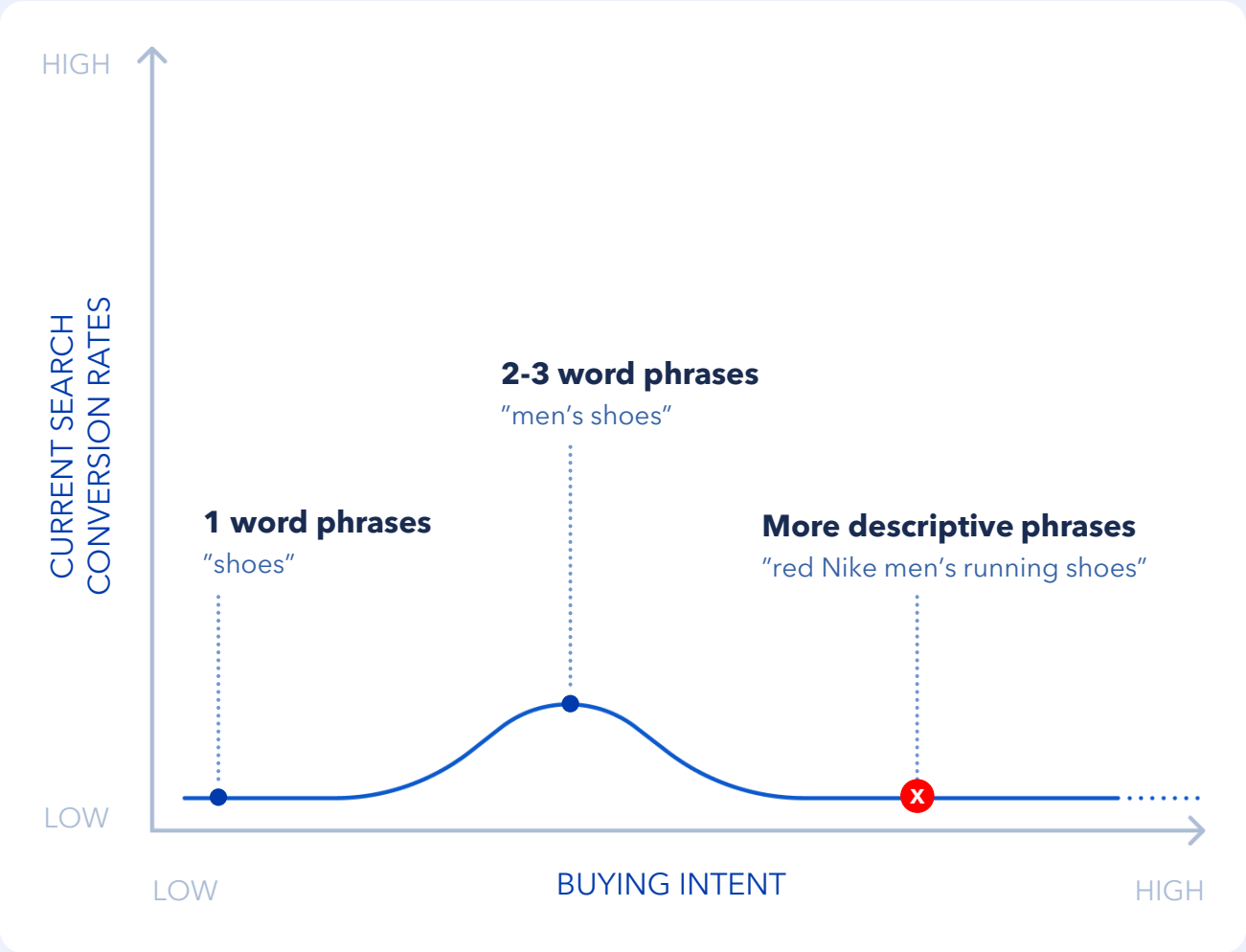
- Q gaming laptop
- Q office desks

Late 2010s to Early 2020s: 3-5 Word Queries

- Q gaming laptop under \$1000
- Q ergonomic office chairs

Current Trends: 4-6+ Word Queries

- Q lightweight laptops for college students with long battery life
- Q sustainable ergonomic chair for home office

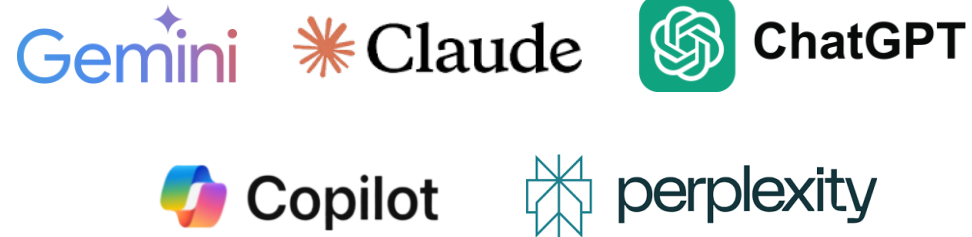


Raising the bar: AI is redefining customer expectations

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AI Chatbots



Must haves today:

- **NLP:** Handle natural language queries
- **Data:** Automatically categorize and tag products to increase search relevance
- **Experience:** Offer a holistic discovery experience

1

Average length of Ecommerce search queries is increasing

2

43% of Gen AI users want brands to integrate AI to enrich their customer experience

3

Consumers increasingly rely on personalized recommendations to guide their purchase decisions

Next-generation search and discovery

The start of a profitable product discovery journey

Zoovu Hybrid Search



Understand true intent • Continually self-learning

+ Automated product data enrichment and conversion optimization

+ Offer a holistic experience

Guiding to Perfect Matches

Helping the user find the right product through guided selling and product education

Find faster

Configuration and Bundling

Cross-sell auxiliary products that reflect their intent and complement their purchase

Higher Sales

Advice & Purchase decision support

Answer product-related questions in real-time and leverage upsell opportunities

Higher CLV

Zoovu 'Hybrid Search' combines the best of both worlds.

Combining the power of LLMs and our industry-leading Ontology

Increased Relevance

Deep contextual understanding of the search query reduces irrelevant results

Zoovu Vector

Advanced, highly scalable large language model trained on vast amounts of language data to understand the intent behind queries.

Zoovu Ontology

Multidimensional and infinitely adaptable ontology that contains all relationships between your products and logical connections.

Higher Accuracy

The Zoovu Ontology ensures that search results are accurate, factual, and domain-relevant

Deliver a holistic Product Discovery experience

Ask follow up questions

Automate cross-selling and upselling

Answer product-related questions

Personalize discovery and purchase journey

Examples: What next gen search and discovery can handle

Search and product discovery as revenue driver

Needs-based query understanding

Increased relevance and conversion rates

Notebooks for **hardcore gamers**



Semantic Similarity Search

Broaden product discovery and likelihood of purchase

jackets **similar to** Patagonia but more affordable



Bundling and Relational Search

Increase cross-selling opportunities and average order value

Which sleeves **work well with** this notebook?



Knowledge gathering

Reduce return rates, increase purchase confidence

Is this jacket made of sustainable materials?



Live demo

The screenshot shows a search results page for "laptops". At the top, a search bar contains the word "laptops" with a microphone icon and a search button. Below the search bar, it says "Found 1,371 search results for 'laptops'".

A section titled "What will you primarily use the notebook for?" offers four filters:

- Gaming**: For gaming, you'll need a powerful CPU and GPU.
- Traveling**: For traveling, consider battery runtime and lightweight design.
- Work**: For work, you probably want long battery runtime and a good webcam for meetings.
- Watching YouTube**: For entertainment you probably want long battery life and a good screen.

Below this is a "Category" filter with a list of categories and their counts:

- Components (194)
- Laptops with Webcams (1116)
- Laptops and Notebooks (6)
- PC and Laptop Accessories (179)
- Portable audio (1)
- Software (3)
- Storage (1)
- Support and Services (1)
- none (6)

There is also a "Price" filter with a slider ranging from "Min \$ 813" to "Max \$ 7632.35".

The main display area shows four laptop products, each with a "Matching Accessories" link and a "Compare" button:

- Microsoft Surface Laptop 6**
Intel Core Ultra 7-165H 32GB
Value for money: [5 bars]
Good for travel: [5 bars]
Good for gaming: [5 bars]
\$2359.97
- Microsoft Surface Laptop Studio 2**
Intel Evo Core i7-13700H 16GB
Value for money: [5 bars]
Good for travel: [5 bars]
Good for gaming: [5 bars]
\$3159.97
- Microsoft Surface Laptop 4**
Intel Core i5-1145G7 8GB RAM
Value for money: [5 bars]
Good for travel: [5 bars]
Good for gaming: [5 bars]
\$719.97
- Microsoft Surface Laptop 5**
Intel Core Ultra 5-125H 16GB
Good for travel: [5 bars]
Good for gaming: [5 bars]
\$1479.97

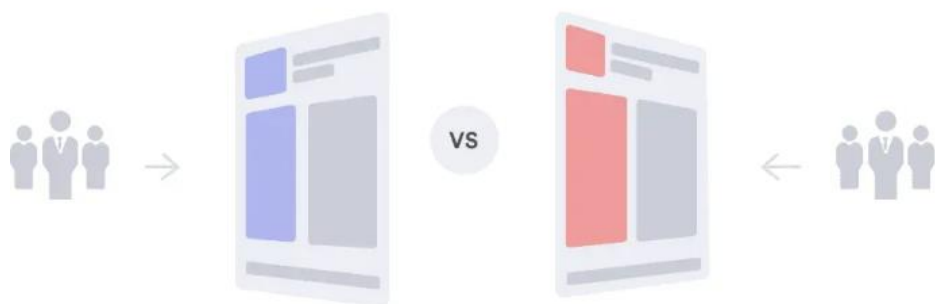
At the bottom, there are more product listings partially visible.

What can you do next?

Preparing for the future of AI-driven innovation

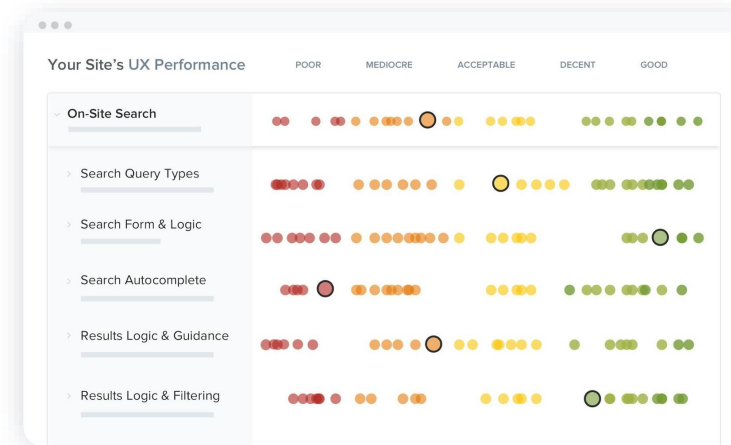
First mover offer

Upgrade search and see for yourself.
A/B test and experience the power
of Zoovu Search.
No risk. No friction.



Search Audit

Get a free evaluation of your current
search setup and discover areas
where you're losing revenue



Takeaways

If there are 3 things, remember these:

1

Be prepared to adapt to changing search behavior

As users get used to conversational and specific searches, your on-site search should be equipped to handle natural language and long-tail queries effectively.

2

Leverage AI for competitive advantage

Adopt AI-driven search and product discovery tools to help you improve conversions, customer satisfaction, and brand loyalty.

3

Rethink search and offer a holistic search and discovery experience

Go beyond basic search and isolated tools – create a seamless journey from search to purchase.

Q&A