

# InterShop Advanced Search Engine for InterShop 7

With over half of all online shoppers using the search function to find products, this function clearly has a significant impact on sales, one of the store manager's most important KPIs.

A state-of-the-art product search function finds the right products, delivers the right quantity of search results, presents useful, sortable results lists, and handles incorrect user entries sympathetically and intelligently. It is able to recognize synonyms of the product range and associated nomenclature, achieve impressive hit rates even with inexact search terms, and offer alternatives if no results are found.

If a search engine fails to meet these requirements, many shoppers will simply give up. They switch to another site, even though the product may actually be available. To provide you with the best possible search solution, InterShop Advanced Search incorporates the market leading FACT-Finder® from Omikron.



## Highlights

- Structure and refine search results into meaningful categories
- Error-tolerant and language-independent
- Suggest appropriate search terms
- Create campaigns for search terms
- Cross-selling and up-selling
- Set up redirections to specific pages
- Recognize synonyms
- Sort search results by priority
- Select multiple filters simultaneously
- Scalable
- Use search queries for on-site and SEO activities and to optimize the product range

## ERROR TOLERANCE AND SEARCH SUGGESTIONS

InterShop Advanced Search finds the right products regardless of typing errors, phonetic spelling, compound words, singulars, and plurals without manual maintenance. A dropdown list containing possible terms appears as soon as the first letters are typed. This function is also error-tolerant and self-learning.

## THESAURUS

Synonyms, such as "notebook" and "laptop," can be defined by you and recognized correctly thanks to the multidirectional thesaurus. You can adapt the thesaurus to customer requirements by adding/editing terms or excluding them from searches.

## TRACKING

Use the integrated tracking function in the analysis log file to find out which products have been clicked on, placed in the shopping cart, and purchased and leverage this information to optimize your store.

## CAMPAIGN CAPABILITY

Incorporate banners, promotions, specific products, etc., when visitors enter a particular term. You can use this functionality to

run promotions for special offers, the holiday period, or similar occasions, or guide visitors searching for "terms of delivery" straight to the correct page.

## AFTER-SEARCH AND FACETED NAVIGATION

Search results are dynamically grouped by category, enabling your customers to refine results by price, size, color, etc. and to locate the desired product from a long list of results. You can specify meaningful categories for this grouping function. Automatic ranking can be used for prioritization purposes, e.g., to position top-selling items or products with short delivery times higher up on the results list. Customers can also make multiple selections.

## ANALYZE AND OPTIMIZE

All search queries are logged. Analysis of the log files enables you to identify trends, fill gaps in the product range, and reveal external influences. You can then leverage this knowledge to run campaigns and continually improve the quality of search results. Incorrect search queries can deliver insights into search engine optimization for your store or provide the basis for frequently misspelled terms to be used as keywords for search engine marketing.

*The search function is now super-fast and gives our Web store solution a clear competitive advantage. Performance measurement data shows that FACT-Finder delivers a correct search result for every search query within seconds. We are therefore meeting tomorrow's essential market requirements today and boosting customer satisfaction.*

**Dominik Brackmann** | Plus Online GmbH

#### RECOMMENDATION ENGINE

The recommendation engine analyzes existing category relationships and the buying behavior of your visitors, enabling you to leverage cross-selling and up-selling opportunities by displaying appropriate recommendations on product detail pages, in the shopping cart, or elsewhere, as desired.

#### LEVERAGE PRODUCT DATA

Intershop Advanced Search recognizes the product attributes of the items in the store and can take each attribute into account when processing search requests, thus producing a results list that meets the customer's need. Define the product attributes to be incorporated in searches or to be used as filters for after-search navigation.

#### SET PRIORITIES

Search results can be prioritized, with top-selling items, for example, appearing higher up on the list. If the search fails to produce any hits, alternative products can be suggested.

#### HANDLE GROWTH SMOOTHLY—BOTH NATIONALLY AND INTERNATIONALLY

Intershop Advanced Search grows with your online business. Search functionality can be fully adapted to your processes, with lightning fast re-indexing of 10,000 data records per second ensuring uninterrupted, fast searches of your online store. Both automated and manual indexing is possible. The search function is not restricted to a specific language and can be deployed out of the box.

**INTERSHOP™**

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