Crafting Amazing Product Discovery
What makes an amazing cocktail?

Balance

- Sweet
- Salty
- Acidic
- Spicy
- Presentation
The 5 Ingredients for Amazing Product Discovery
5 Ingredients for Amazing Product Discovery

Rich understanding of...

- Products
- Customers
- Context
- Content
- Commerce Specific AI & ML

Customer Journey

- Landing Pages: 10%
- Browse: 82% (B2C) 76% (B2B)
- Search: 10%
- PDP/Other: 10%
1. Rich Understanding of Product
Understanding Products

Does your technology understand the difference between these two searches?

Margarita
Product

Margarita Mix
Product Style
Product
Semantic Understanding

To bridge gaps in product data and manage complex customer queries, you need semantic understanding.

Analysis of your products:
- Stone Buenaveza
- Salt & Lime
- 12 pack
- Lager

Stone Buenaveza Salt & Lime Lager
- Style Brand
- Ingredient
- Volume_Unit
- Product

Analysis of your customers’ queries
2. Rich Understanding of Customer Signals
Customer Preferences vs. Best Sellers

Optimizing for revenue and best sellers is not one-size-fits-all. Hard Seltzers may be bestsellers on your site, but this doesn’t mean it should rank well for “tequila.” A customer is more likely to convert when the results are relevant to their search.
3. Rich Understanding of Content
Using Content Within The Experience

Take taco night to the next level
Tacos and alcohol are one of the world’s best pairings. Tequila isn’t the only option to pair with tacos and we’ve chosen our faves that would be a great addition to your next taco night.

Sangria
You might think that wine would be a strange partner to your favorite tacos but, think again. The fruity sangria adds another layer of flavor to steak or beef tacos. Bring your next taco party to life with a pitcher of your favorite sangria.

Margarita
Margaritas and tacos are a classic pairing. Tacos are full of fresh ingredients, bursting with flavors that are enhanced by the taste of tequila. Whether you prefer your margarita sweet or spicy, the smooth sensation will have you wanting another drink.
4. Rich Understanding of Context
Relevance by Customer Segments

Here, a search for “mexican beer” on a typical site returns products that are popular, but out of stock in nearby stores. A better experience is one that automatically ranks in-stock products first, according to the customer’s location.

Typical

**Crooked Can Beer, American Ipa, High Stepper**

6 - 12 fl oz (355 ml) cans

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+ Add to list
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Amazing

**Dos Equis Ambar**

12pk-12oz Bits

⭐⭐⭐⭐⭐ 202 reviews

$13.99

+ Deposit

Pick Up In stock

Delivery Available

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Add to cart

```

**Stone Buenaveza Salt & Lime Lager**

12pk-12oz Bits

⭐⭐⭐⭐⭐ 21 reviews

$13.99

+ Deposit

Item not available at your location

Pick Up In stock

Delivery Available

```

Add to cart

```

**Corona Extra**

12pk-12oz Bits

⭐⭐⭐⭐⭐ 3246 reviews

$14.99

+ Deposit

Pick Up In stock

Delivery Available

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Add to cart

```

+ Top Pick

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One common challenge for buyers, especially within distinct segments, is that the search results can be very different by use case. Here, a search for “Tequila” on a typical site returns a set of outdoor gloves, which are irrelevant for both tequila connoisseurs and cocktail drinkers.
5. Commerce-Specific AI & ML
Bloomreach Data & AI

Product Data
The semantics of product catalogs and attributes

Customer Data
What people search and browse for, the context of their discovery (application, need). Significantly enhanced by a first party Customer Profile (CDP)

Commerce-Specific AI
Bloomreach built algorithms optimized for revenue and other KPIs. Affinity models that map people to products uniquely enhanced by AI

- **5-15%+** Gains in Revenue per Visit
- **25%+** Increase in Add to Cart Rate
- **30%+** Boost in Team Efficiency

27 AI/ML patents focused on understanding product and customer data engineered to drive commerce business outcomes.
Thank you for joining us!

Connect with us anytime
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