

back to basics, back to brilliant

Let's discuss how to be brilliant with the
basics of Bloomreach Discovery in 2023





Your April 2023 Best Practice Session Hosts

Digital Experience Strategy & Management



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What You'll Hear Today

1. Pixel Validation

Learn more about why the pixel is important and how to monitor pixel health

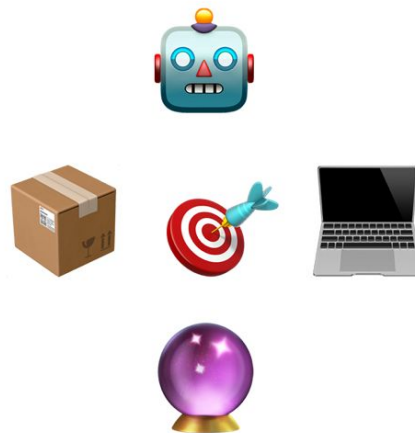
2. Dashboard & Algo Basics

An all-around brush-up

3. Top-Level Workflow Best Practices

What to review, when, how often, and more

Back to Basics, Back to Brilliant



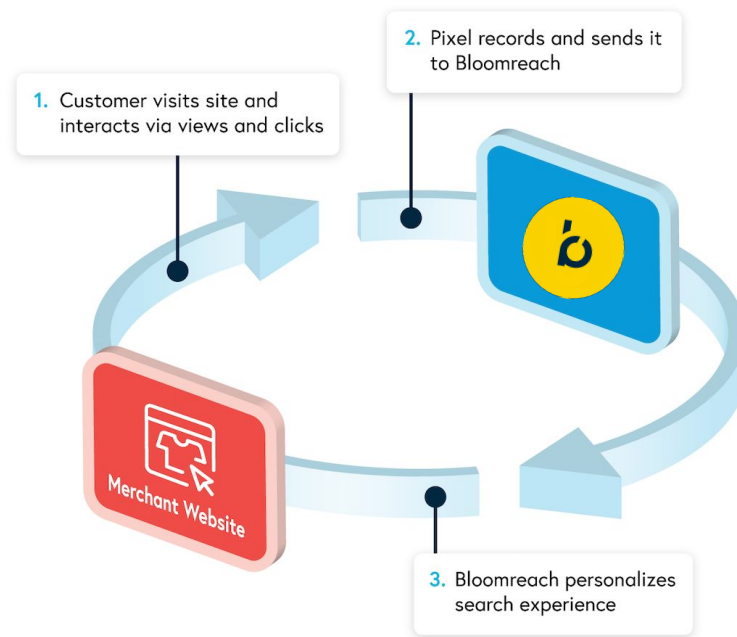


So, how can your team get back to
being *brilliant with basics*?



Monitoring Pixel Health

foundational basics





Monitoring Pixel Health

foundational basics

1

Monitor

2

Investigate

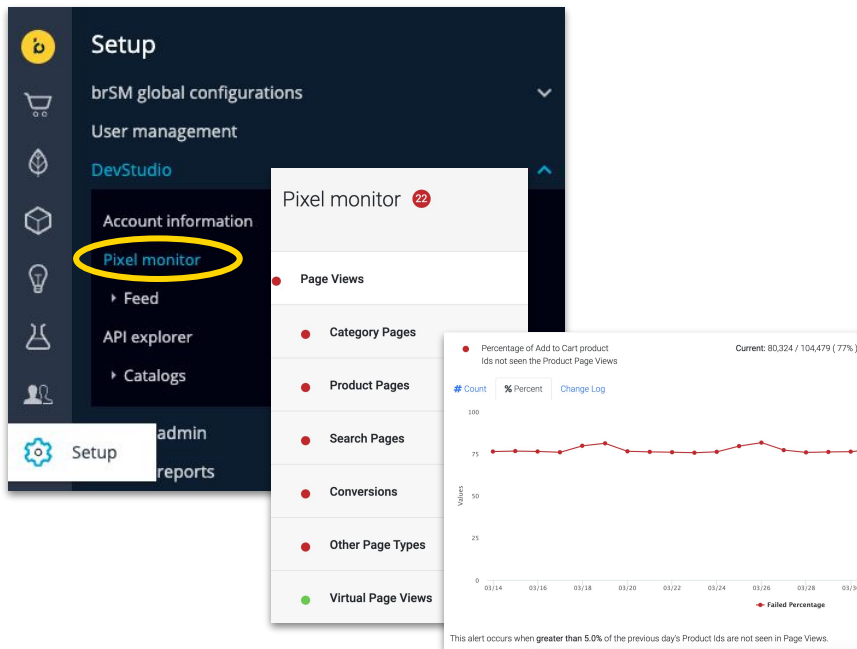
3

Validate



Pixel Monitoring 101

foundational basics



Keep a pulse on pixel health by enabling the following within the dashboard:

Enable / Disable

Click the bell icon to enable blue = enabled



Manage error Thresholds

Defaults vary by pixel. Alter a threshold by updating in the 'Adjust Threshold' section. Reason Code optional.

Subscribe to Email Notifications

Click 'Subscribe to alerts' to enable email notifications.

[Subscribe to alerts](#)

Scan pixel monitor for any spikes or abnormalities in failure percentages

Solutioning

DO WITH:



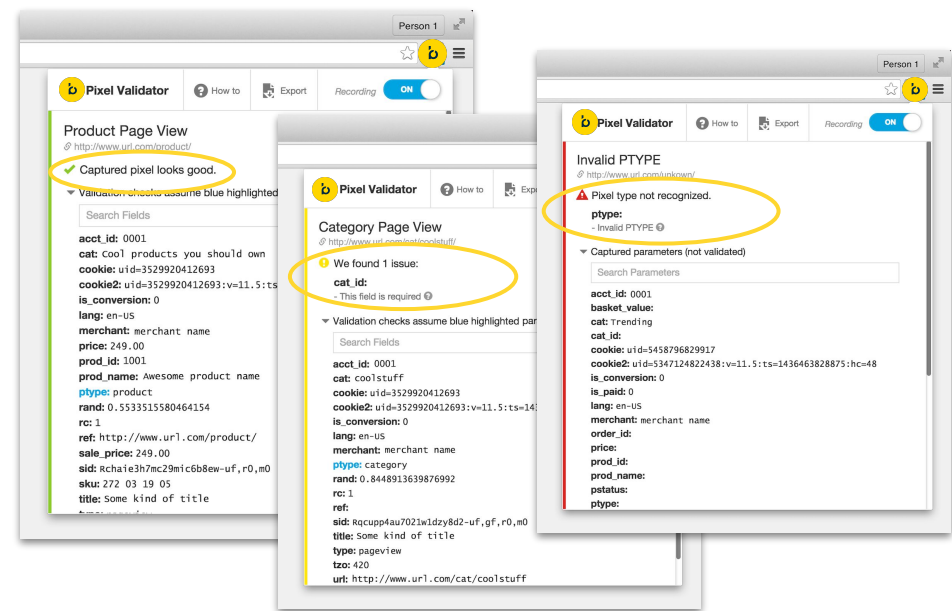
DevStudio



Pixel Validator

foundational basics

- Pixel is firing **correctly**
- Missing** or **Invalid** parameters
- Pixel **cannot** be validated



Investigate pixel failures on the site using the pixel validator extension

[Pixel Documentation](#)





Additional Pixel Tips

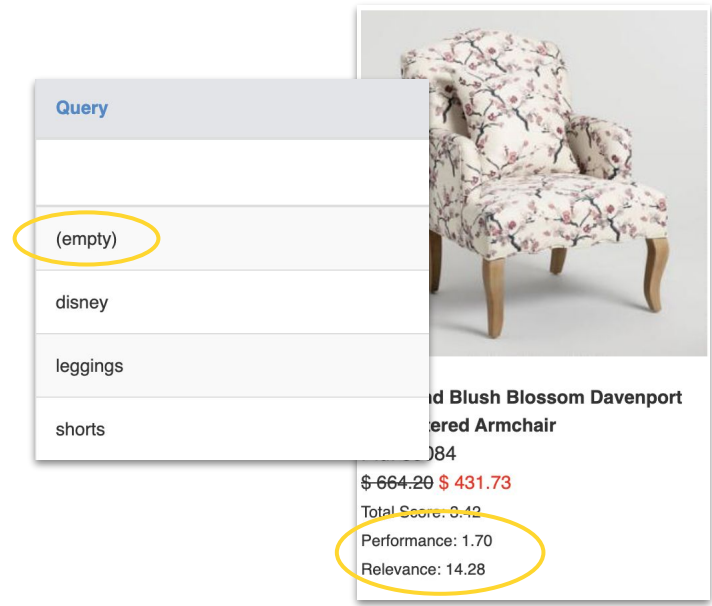
foundational basics

How to spot a pixel 'red flag'

- Reports are showing empty data
- Highly trafficked pages are not populating insights
- There is an abrupt, unexpected downward trend in performance
- Relevance and Performance scores are low throughout category pages or exactly the same across all products

Next Steps:

- Utilize BR monitor
- Validate Pixels
- Involve technical teams for support



*Utilize dashboard reporting and insights
to ensure optimal pixel health*





Platform Fundamentals

building blocks

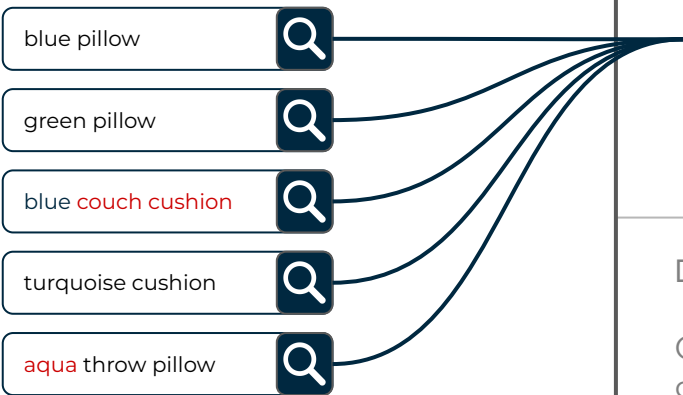




What's Challenging About Retrieval in Search?

searches don't align with descriptions

Users searching for:



Notice: *couch cushion*,
aqua are not in the
product description



Teal Herringbone Cotton Throw Pillow

★★★★☆ 4/5 Stars

\$12.99

Add to Cart

Description:

Crafted of soft 100% cotton with a herringbone weave and clean mitered seams, our exclusive teal pillow is a classic update for any seating arrangement. Pick up multiple colors to refresh your decor instantly and affordably.



Refresh: How Does Retrieval Work?

attribute extraction & synonym retrieval

Users searching for:

Crimson evening gown

Q

Extract

Crimson evening gown

Attribute

Color	Style	Product Type
-------	-------	--------------

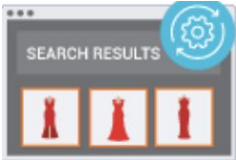
Enhance

Synonym Match

- Ruby
- Red
- Rose
- Crimson**
- Maroon
- Scarlet
- Burgundy

- Gown
- Cocktail Dress
- Evening Gown**
- Party Dress
- Fitted Dress

Recall



Match all query parts - e.g. crimson AND evening AND gown (or synonyms of each)

RED

ruby

crimson

rose

maroon

wine

burgundy

scarlet

cherry

DRESS

gown

cocktail dress

evening gown

party dress

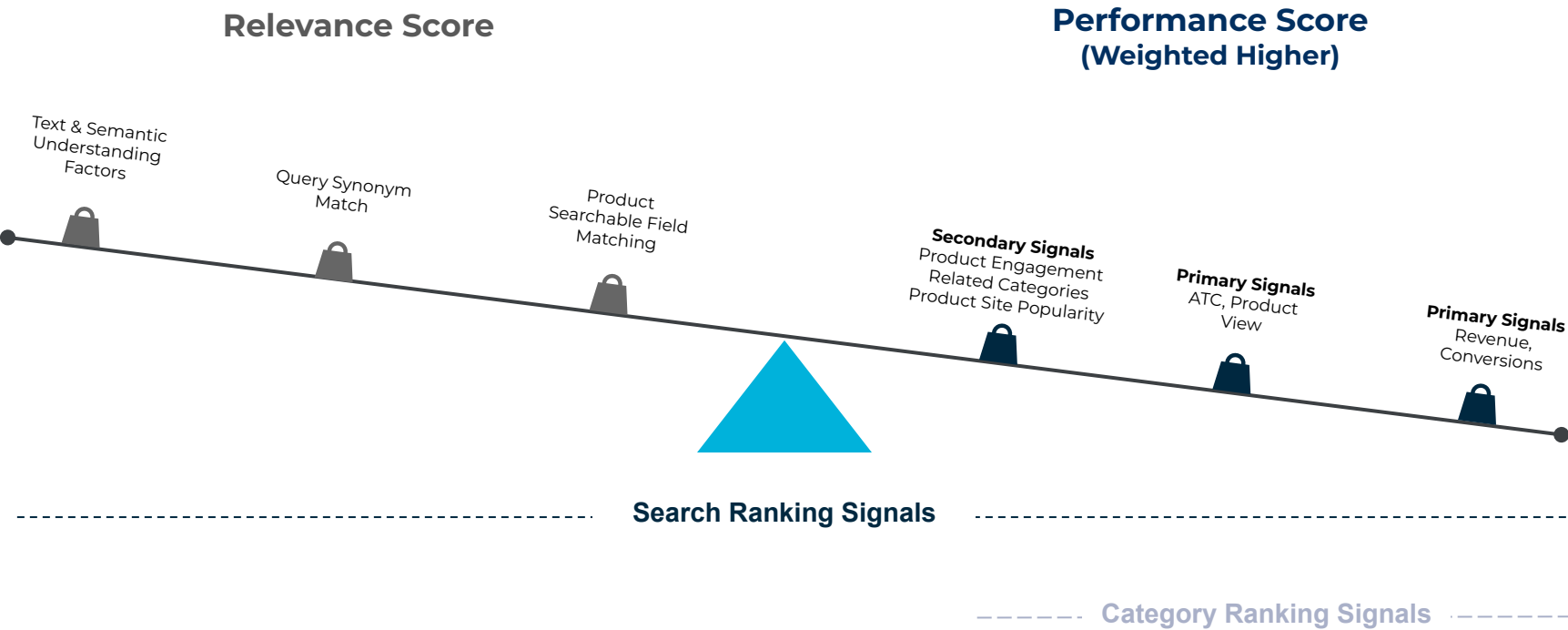
fitted dress

SEARCH RESULTS



Important: How Product Ranking Works

signals & scores, performance outweighs



Important: Data Source for Product Ranking

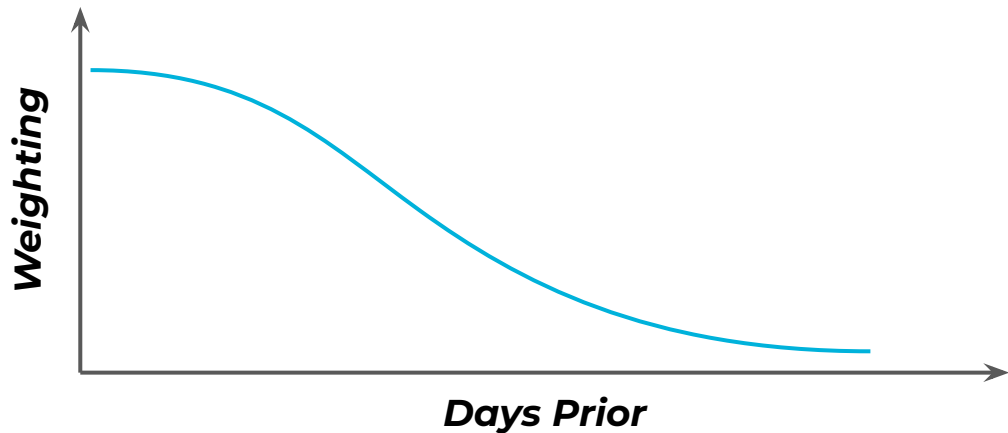
strategic 30-day decay function



The last 30 days of Bloomreach pixel data is used to compute the signals such as revenue, conversions, and more.

There is a deliberate decay function built in, meaning that a conversion that happened 2 days back carries more weight than a conversion that happened 28 days back.

Signals are refreshed on a daily basis to adjust to changing usage patterns on the site



Conversion events from weeks ago are weighted less than recent conversions. This ensures that the algorithm is adapting to changing consumer behavior.



Reminder: Ranking Differences

ranking functions

Facet Ranking

- Default: Algorithm / Relevance sorted based on engagement (clicks)
- Alphabetical
- Product Count (Tally Count)

Tally Count Based Ranking

Department -

- ☐ All Backpacks (1535)
- ☐ Laptop Bags & Sleeves (1090)
- ☐ Laptops (955)
- ☐ Desktop Computers (617)
- ☐ Home & Computer Desks (197)
- ☐ Briefcases (161)
- ☐ Computer & Laptop Batteries

Relevance Ranking

Department -

- ☐ Laptops (955)
- ☐ Laptop Bags & Sleeves (1090)
- ☐ Laptop Adapters & Chargers (147)
- ☐ Laptop Locks & Lights (105)
- ☐ Laptop Docking Stations (34)
- ☐ Tablets & iPads (19)

Autosuggest Ranking

- Ranking based on what users are more likely to click on for a set of characters.
- Example: for “sho”- if users are more likely to click on “shorts” than “shoes”, “shorts” will rank higher than “shoes” even if “shoes” is the more frequently searched query.

- Shorts
- Women Holiday shop
- Shoes
- Shoe storage
- Shower curtain
- Women shoes
- Shoe rack
- Womens shorts
- Shower caddy
- Short sleeve shirt



Don't Overlook Audiences Feature

deliver personalized shopping drill-downs at will

Target Audience

Use Audience Targeting to focus search and merchandising changes on a particular group of site visitors

Creation

Based on following dimensions:

- Device Type, Location, Last Visit Date, Referral and Landing URLs

Utilization

Assign the audience to the following rules:

- Search and Category Ranking changes, Search redirects, facet ranking rules.

Use Cases

Social Media Targeting:

Creating a target for customers coming from social media posts

Seasonal Targeting:

Provide different seasonal experiences based on location

Bury Products for Mobile:

Bury products that can't be effectively sold on mobile

New Users

Provide different experiences based on whether the user has visited the site before or not



Refresh: Bloomreach Metrics

next vs. after attribution, association score

Next (Buy Metric)

The action which happened immediately before the Add to cart event gets 100% of the credit for conversion and revenue.

It helps determine how likely someone is going to Add to Cart or convert immediately next in their customer journey when they're on a specific page.



After (Browse Metric)

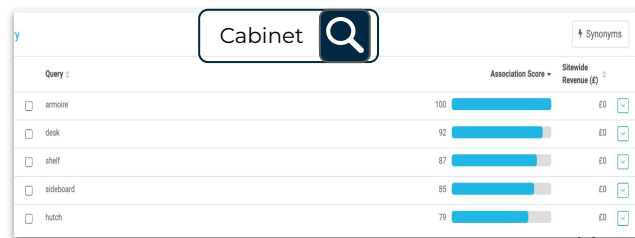
All actions that happen before an Add to cart event get 100% of the credit for conversion and revenue.

It helps determine if a specific page will lead to an Add to cart or conversion at some point in the customer's journey.



Association Score

- Association Score looks at the complete customer journey and describes the strength of relationship between products, categories, pages and queries.
- Occurs on a scale from 0 - 100. Highest Association is given 100 and everything after that is assigned a number in scale.





Basic Dashboard Best Practices

merging merchandising with algorithm magic





Visual Merchandising

apply merchandise operations

The primary visual merchandising tool in the dashboard

Find in Site Search, Categories, brSM Global Configurations and SEO

Bury, boost, include and exclude from attributes. Only products can be locked in place, not attributes.

Review previously saved rules every 6-12 months

Always preview changes

Leverage The Product Grid Editor to tell a brand story or schedule a campaign launch

The screenshot shows the 'Product Grid' interface. At the top, there are tabs for 'Product', 'Attribute', and 'Insights'. Below these, there's a search bar with 'desk' entered, and filters for 'Broad', 'Audience', 'Duration', and 'Variant'. The main area displays a grid of four desk products, each with a 'Recall' toggle and a 'View more' link. The products are: 'Langston Desk' (ID 8682), 'Wood and Black Metal Flynn Hairpin Desk' (ID 56823), 'Campaign Desk' (ID 14280), and 'Drafting Desk' (ID 19023). Each product card shows ATC, RPV, CR, and brand information.

Product	ID	ATC	RPV	CR	brand
Langston Desk	8682	2.66%	0.23	0.12%	--
Wood and Black Metal Flynn Hairpin Desk	56823	6.51%	2.21	1.03%	--
Campaign Desk	14280	2.66%	0.73	0.33%	--
Drafting Desk	19023	4.93%	2.14	0.76%	--





Product Grid Editor Components

taking a closer look

Search Terms

Chair

×

☐ Broad

Audience

ALL (Default) ▼

Duration:

📅 All Time

▼

Enter the Search Query (Search Term) or Category ID for which you would like to merchandise

create experiences specifically for an audience.

Assign a time duration to merchandising rules here- avoid all-time where possible

Product

Attribute

Insights

Search by Keyword or Product ID

▼

Add additional product(s) to the search or category results. Search by keyword or a product ID. A List of products will be returned in the column below.

Control multiple products in the product grid which share the same attributes.

Review the various metrics of each product in the grid to help guide your re-ranking or merchandising decisions.



Product Grid Editor Components

taking a closer look

Visual Editor


Changes

External Changes 3

200 items displayed | 989 algo default items

API Modifier Active Edit

Recall ☐ +




Ash Gray Bennett Upholstered Chair

£229.99 **£129.99** ID 65893

RPV	2.01
ATC	8.55%
CR	1.09%
color_gro...	gray

[View more](#)

Recall ☐ +



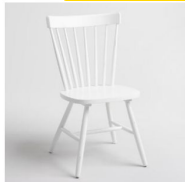
Cute-as-a-Button Erin Chair

£279.99 **£195.99** ID 16507

RPV	1.47
ATC	6.82%
CR	0.79%
color_gro...	natural

[View more](#)

Recall ☐ +




White Wood Stafford Windsor Chairs Set of 2

£199.98 **£99.98** ID 65600

RPV	1.31
ATC	8.58%
CR	0.67%
color_gro...	white

[View more](#)

Recall ☐ +



Ivory Faux Flokati Gunnar Chair

£279.99 ID 60883

RPV	1.88
ATC	9.33%
CR	0.63%
color_gro...	white

[View more](#)

Recall ☐ +

Visual Editor:

Provides a glimpse of how the product grid is impacted by the edits you have added with this specific rule. Note: To avoid rule conflicts, the visual editor will also show an external rule (an existing merchandising rule) that is influencing this current rule.

Changes:

Provides a list of the changes made to the product grid as a part of this specific rule.

External Changes:

Provides a list of the changes made to the product grid that are NOT part of this specific rule. These will usually be pre-existing rules that impact the current query/category being edited (e.g. a global rule would show in this tab).

BLOOMREACH

Solutioning

DO WITH:

Ranking Rules



Investigating Search Queries

taking a closer look

Search by Query, Product ID, Category Name or Category ID

Query

Chair

SEARCH

Optional Parameters

API Modifier **Active** customer_country:asia [Edit](#)

User ID

User ID for personalization (optional)

Audience

Leverage Ranking Diagnostics to understand how Bloomreach is processing a search query





Query Processing (beta)
Section indicates how the query was processed by the Bloomreach engine. Features such as Autocorrect and Query Relaxation are designed to reduce the number of null result pages when your user's queries don't exactly match your product content.

Is this query autocorrected? ☐ No
Is this query relaxed? ☐ No
Synonyms Applied:

+ Refine Search Results [↻](#)

Items per page: Total Products found: 999

First

			
Ash Gray Bennett Upholstered Chair Pid: 65893 €-929.99 € 129.99 Total Score: 89.93 Performance: 84.07 Relevance: 89.15	Cute-as-a-Button Erin Chair Pid: 16507 €-979.99 € 195.99 Total Score: 40.20 Performance: 22.66 Relevance: 90.51	White Wood Stafford Windsor Chairs Set of 2 Pid: 65600 €-199.98 € 99.98 Total Score: 36.22 Performance: 19.43 Relevance: 89.07	Ivory Faux Flock Gunnar Chair Pid: 60883 € 279.99 Total Score: 33.19 Performance: 16.15 Relevance: 89.00





Redirects: Types & Best Practices

taking a closer look

Users searching for:

Job seekers are searching for Career opportunities

Recommend identifying all the career & job related queries and redirecting them to the career page.

Solutioning

DO WITH:



Redirect to Career Page

*Use
functionality
redirect term*

*Term for which
we need to create
redirect and
redirect link*

Creating Redirect for Career

Add Keyword Redirect

Type

☒ Redirect Term(s) ☐ Redirect Phrase(s) ☐ Do not redirect term(s) ☐ Do not redirect phrase(s)

Keyword

Career

Destination URL

www.careeratbloomreach.com
Testing limitation for Destination URL. [Learn More.](#)

Audience (optional)

(Refine by Audience) ▾

Note

Career Related Queries

Duration (optional)

Start: [click to set start time](#) End: [click to set end time](#)

Save Setup New Test Cancel



Workflow Best Practices

checkpoints, cadences, and more





Leading With Objectives & Data

Recommended Workflow

1

Lead With Data

Before making merchandising decisions, look to Bloomreach Insights to holistically assess opportunities for prioritization.



2

Optimize & Iterate

After assessing opportunities and prioritizing according to your goals, size of prize, etc, it's time to strategically act.

Document Your Goals

Utilize our checklist of key reporting views to surface low-hanging fruit opportunities, strategic projects, and follow-through by documenting list of possible actions.



Prioritize Opportunities

Using the opportunity set's data (trends, impact "size of prize" vs effort) to prioritize what your team should do first, second, and so on.

Take Action Within Dashboard

Use the appropriate features & functionality to implement the optimizations.



Record Actions as Activities or A/B Tests

For larger optimizations with high impact potential, use Activities and A/B Tests to measure outcomes.



Leverage Pre vs. Post Analysis

Review Activities and A/B Tests to further refine and re-test where desired.



Let's dive into the dashboard to ***see it in action***



Thank You!



Q&A

Keep the conversation going... join the Bloomreach Slack Community!

- Stay up-to-date on all things monthly Best Practices and access resources related to our session topics by adding yourself to the **#discovery-best-practices** channel
- Network and share ideas with fellow Bloomreach customers
- Hear the latest news from Bloomreach and stay informed about industry trends

→ [Link to join](#)





Let's keep the conversation going!

1. Join the **Digital Merchandising Community** on LinkedIn
2. Invite a friend..OR two to join the community and the events
3. If you are interested in being apart of a future panel, we would love to have you join one!

