

# Algo Controls

Harnessing customizations to ranking algorithms to provide frictionless customer experiences





# Your October 2023 Best Practice Session Hosts

Experience Strategy Group + Digital Experience Management



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# What are Algo Controls?





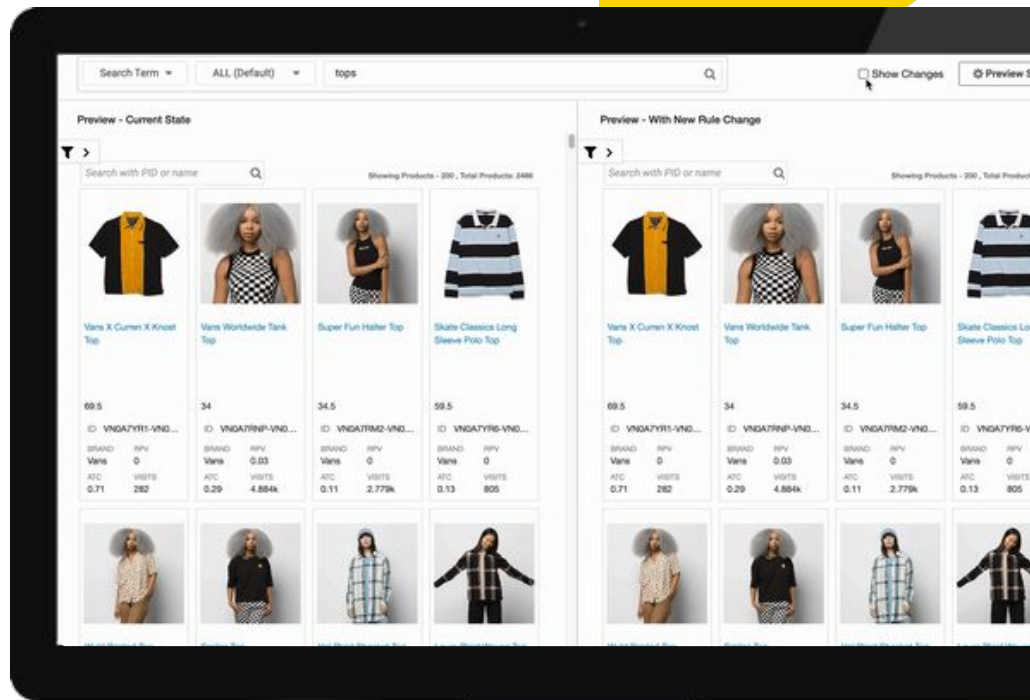
# Self-Service Algorithm Controls

## OVERVIEW

Empowering teams to configure search algorithms directly on the dashboard and preview the impact of these configurations before going live.

## KEY FEATURES

- Configure four Search algorithms:
  - Search Recall Precision
  - Query Relaxation
  - Spell Correct
  - Facet Precision
- Configure at global or query level
- Preview and A/B test configuration changes





# Query Relaxation

Is switched on by default for all BR customers. If a query leads to no results, BR relaxes the query by using the identified product type as the mandatory field to find product matches. **With algo controls,**

**you can choose to switch off query relaxation globally or on a per query basis**

## Ranking Diagnostics

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

pvh\_b2b THDO ▾

Query ▾

velvet dress

SEARCH

☒ Optional Parameters

### Query Processing *(beta)*

Section indicates how the query was processed by the BloomReach engine. Features such as Autocorrect and Query Relaxation are applied when your user's queries don't exactly match your product content.

Is this query autocorrected? ⓘ

No

Is this query relaxed? ⓘ

Yes - "dress"

Synonyms Applied:

dress -> kjoler, traje, a  
jakkessaet, abiti, dresse  
kleider, sukienki, jurk, c



# Spell Correct

Spell Correct is triggered when the original query has 0 results and there's a query with similar text that does have results. Spell correct operates using one of two algos: 'closest match' or 'term frequency'.

**Term Frequency** is the default mode, a term that appears more frequently in your catalog will be considered the optimal spell correction. For example for query 'shrts', if 'shorts' appears more frequently in your catalog than 'shirts', the query will be auto-corrected to shorts.

**Closest Match** uses edit distance to determine the spell correction. The edit distance between two sets of letters or numbers is the minimum number of edits to get from one term to another. The smaller the edit distance, the more optimal the query. For example, for query 'shooes', 'shoes' is a more optimal query for auto-correction than 'shorts' because it requires just one character to be removed.

## Example of Term Frequency vs Closest Match

Query = strapy shoes, term frequency solve = stripe shoes, closest match solve = strappy shoes

# Facet Precision

In some instances you may come across irrelevant facets and facet values being displayed in the search results. This can happen when your product data is noisy or when you have noisy fields marked as searchable.

**Facet precision** helps clean up potentially irrelevant facets tied to products buried far down in the search results.

This feature can lead to less manual work as it reduces the need to create facet rules as it cleans up irrelevant facets automatically.

**How does this feature work** - The most relevant facets and facet values are determined based on the products in the dominant categories for the query. Dominant categories are determined based on the top 50 products in the recall set for the query. For example, for the search query 'dress' the top 50 products might be products assigned to categories like cocktail dresses, evening dresses etc much further down the recall set there may be 'dress shoes'. As such, facets/facet values for 'mens shoes' would be removed.



**Let's see what the  
dashboard looks like**



# Best practices and key considerations

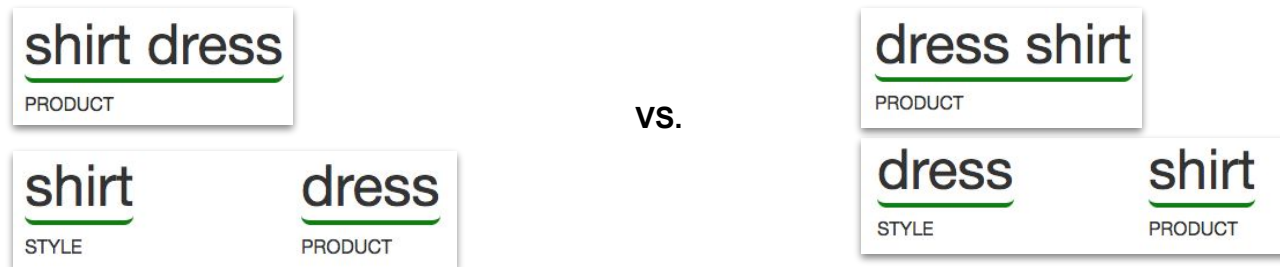




# #1: Consider if Algo Controls are truly needed for your business

Unlike traditional keyword search engines, Bloomreach search is enhanced with semantic understanding. These semantic-powered algorithms provide better ranking than other engines.

Product types and attributes are recognized for each query. Because of this, products which match product intent in a query are given a higher rank leading to more relevant results.



Bloomreach understands that shirt dress and dress shirt are different products. A traditional keyword search engine would not understand the difference.



## #2: Wade into what you're solving for

Use query-based overrides to preview before applying globally

**1.** Challenge: Your descriptions create noise in the recall set.

*(ex: sweater showing when you search for boots, because it has "great paired with boots" in the copy)*

**Goal: Reduce Noise of Irrelevant Results**

**Product Type Precision Mode**

**2.** Challenge: Your products fall into many categories; you want to narrow the recall down to the dominant category.

*(ex. "baskets" live in Home, Kitchen, and Bedroom, but Home is the top selling, dominant category: it will only show the baskets within Home)*

**Goal: Narrow product type to top category**

**Category  
Precision Mode**



# #2: Wade into what you're solving for

Use query-based overrides to preview before applying globally

**3.** Challenge: If your customers search by collections and you want their experience to show exactly or null results.

*(ex. Kathy sweater, Cloud sectional)*

**Prioritize accuracy, with higher null results**

**Query Relaxation: Off**

**4.** Challenge: If your customers search by collections or brands and you want the exact experience or null searches. Potential contract agreement with luxury brands.

*(ex: Gucci, Dior, etc.)*

**Prioritize accuracy, with higher null results**

**Spell Correct: Off**

**5.** Challenge: If the facets returned contain irrelevant results due to your searchable and facetable fields, and you want the results narrowed down.

*(ex: 'bed' returns facets for beds, blankets, bedding)*

**Reduce noise in Facets**

**Facet Precision: High**

**#3: Work with your Bloomreach Team to assess if Algo Controls are right for your business.**

***We're better together!***





# Thank You!



Q&A



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