

# don't leave it up to luck 🍀

Let's discuss what a masterful search and merchandising insights drill-down looks like



# Your March 2023 Best Practice Session Hosts

Bloomreach Experience Strategy Group



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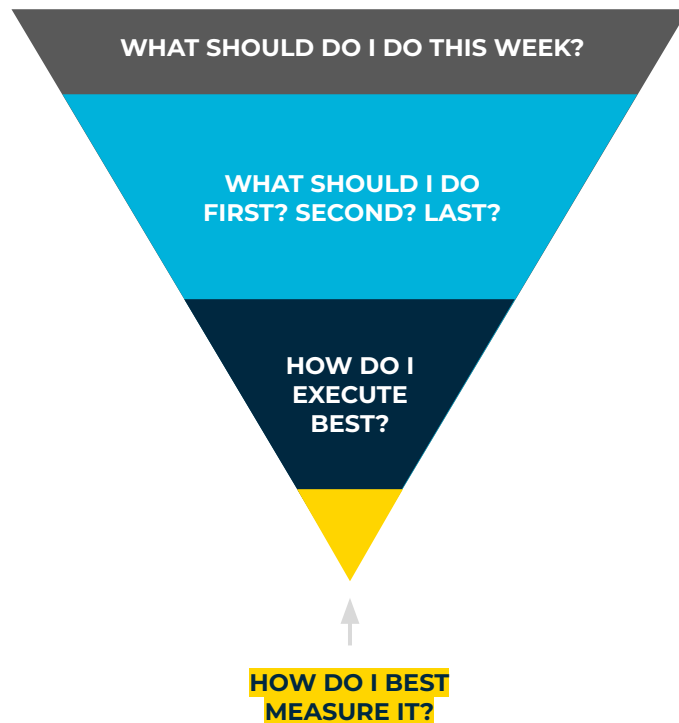
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# What You'll Hear Today

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We'll show you how to utilize Bloomreach Insights from a "10,000 foot" view of your store and its opportunities, prioritizing those opportunities, executing against them, and last but not least, measuring the impact of the actions you take.

## *Using Bloomreach Insights*





So, **how do you win** with a data-driven mindset?



You wouldn't ride down this:



Without assembling **all** of these parts



The best commerce experience teams know that measuring success is not by solely looking at individual learnings, but rather, **the whole.**



# Identifying Opportunities

starting the week right



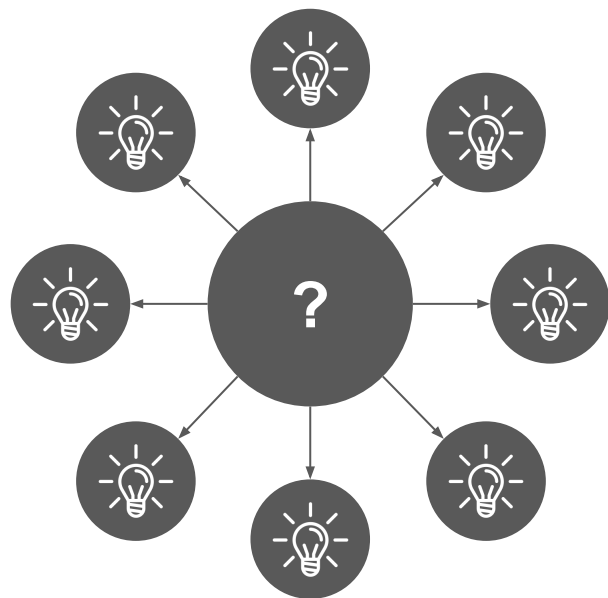
# Step Back. Think Big. Look Broadly.

In your hunt for opportunity, take time to explore all of the major reports rolling up under Insights:

1. Top Queries
2. Top Categories
3. Top Opportunities
4. Improve Site Search
5. Improve Category Navigation
6. ... and more!

**Let's dig in.**

## *Divergent Thinking*





# Improve Site Search

identifying opportunities

## Low Product Page Views Site Search Queries

Site search queries with low product views per search indicate thin or non-relevant results.

We could start to work through this report 1 by 1, starting with the query with the lowest product views.

Or, we could take a step back, note if there are any themes in the data we're seeing and focus on identifying a few key optimisations that can be applied to the maximum number of queries.

### Optimising 1 by 1

makeup
Skincare fridge
Hooded blanket
tennis
Zebra print
Bomber jacket
Fluffy socks
bronzer

**VS**

### Identifying themes to optimise at scale

makeup
Skincare fridge
Bronzer drops
bronzer
Fake tan
Makeup organizer
Fake nails
Face roller

**In this instance, 20% of our low product view queries could be grouped into the theme 'beauty'**







# Improve Site Search

## identifying opportunities

### Low Product Page View Site Search Queries - Beauty Deep Dive

1- When utilising playbooks for the query 'makeup' we uncover that some of the highest volume queries containing the keyword 'makeup' are for 'makeup organizers' and 'makeup storage'.

Upon QA we see that the query 'makeup' has a redirect set up to the makeup category which does not include organizers or storage.

**Action: Utilise add to recall to include storage in the makeup category**

2- When utilising ranking diagnostics, we notice the full range of self tanners and bronzers are not being returned for many related queries due to product data.

**Action: Leverage BR synonyms to ensure all relevant products in the catalog are returned.**

### 1. Leverage Playbooks for a Deep Dive

The screenshot displays two overlapping panels from the BloomReach search analytics tool. The background panel, titled 'Top Site Searches Containing This Query', shows a search for 'makeup' with a table of results. A callout box suggests 'View options for auto-suggest or synonyms'. The foreground panel, titled 'Ranking Diagnostics', shows search results for 'fake tan' with a 'No Results Found' message. It includes a 'Query Processing (beta)' section with a table of diagnostic questions.

Category	Product	Query
makeup		

Query
makeup brush
makeup brushes
makeup storage

Is this query autoconnected?	Is this query relaxed?	Synonyms Applied:
No	No	self tan -> self tanner tan -> tanner



PLAYBOOKS

RANKING DIAGNOSTIC



# Improve Category Navigation

## identifying opportunities

### High Next Search Traffic Category Pages

This report highlights which categories on your site have the highest % of customers using search as their next action from this page.

A quick deep dive, into some of the categories listed in this report may indicate some common themes that again can support optimising at scale.

For example, one retailer noticed many of the 'next searches', from their categories highlighted in this report were for product type names e.g. 'the lily jeans', 'the workmen's chinos'.

**An action was taken to add a new facet for product type names to category pages.**

### 1. Deep Dive into Specific Searches

High Next Search Traffic Category Pages (Beta)			
Category	Heading	Visits	Next Search Traffic Rate (%)
117009	Ancillary	2	80%
117608	Stores	6	66.7%
117195	Ritter	34	48.9%
freeshipping	Free Shipping	9	46.7%
117758	Natural Classic		

PLAYBOOKS

- Assess Performance
- Find Optimizations
- View Customer Journey

QUICK LINKS

- Category Page Diagnostic

OTHER

- Site Searches Directly From This Category

### 2. Identify Themes

Lily jeans
workmen chinos
Kate tee
Ultra soft bra
Joni jacket
Super seam leggings
Nova cashmere
Explorer jacket





## Question for Our Audience

**How often do you use  
historical data to plan for key  
sales periods or trade events?**

Use the chat and don't be shy!



# **Prioritizing** Opportunities

making the most of it



# Hone In. Converge Facts. Gravitate Truth.

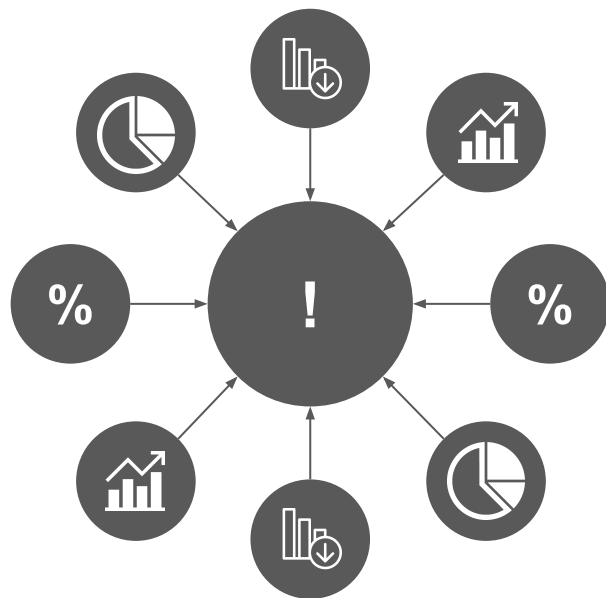
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With facts in hand, begin scanning across findings to detect themes.

Examples include: Is a particular parent category featured in several reports? Is a type of query (ex: material) dominating search reports like highest dip in RPV and highest exit rate?

**These are gravitational truths.**

## *Convergent Thinking*



# Use Compass to Set Minimum Thresholds

## prioritizing opportunities



Dive into Compass and Playbooks from Improve Site Search, Improve Category Navigation screens.

1 - Compass is an excellent place for prioritization. You're able to easily see what opportunities are worth your time and set a minimum threshold.

2 - From there, you can use the carrot symbol next to each opportunity to further diagnose.

This ensures that you're optimizing for the opportunities that will actually move the needle.

1. Set a threshold for what's worth your time

High Next-Search Traffic Categories (Beta)

Minimum visits <sup>?</sup>

30000

Go

2. Use the carrot symbol to diagnose opportunities

VIEW IGNORED ITEMS (0) Search:

Heading	Page Views With Next Click	Exit Rate	Next Search Traffic Rate
Categories - Online Groceries	2,607,184	86.71%	44.21%
Meat & Seafood - Online Groceries	219,147	63.62%	43.10%
Fruits & Vegetables - Online Groceries	137,004	72.35%	42.16%
Deli - Online Groceries	113,546	46.46%	32.23%
Bread & Bakery - Online Groceries	172,410	56.47%	24.43%

PLAYBOOKS

- Assess Performance
- Find Optimizations
- View Customer Journey

QUICK LINKS

- Category Page Diagnostic





# Maximizing on Trends

## prioritizing opportunities

### 1. Look at trending products, brands, categories

Trending Products

Product	Heading	Last 7 Days Visits	Avg Visits	Spike
	Women's Blurred Kimono	307.1	6.9	44.7
	Plus Size Long Sleeve Tunic Core Solid Top	294.6	6.6	44.6
	Women's Long Sleeve Solid Tunic Top	196.1	7.2	27.1
	Century Bath Towel Collection	121.9	5.1	23.9
	Cabbage Bunny Small Dish	138.3	7.1	19.6

[See More](#)

Look for high visit, high-spike opportunities

### 2. Quickly dive deeper into diagnostics

Product Dashboard

Feb 19, 2023 - Mar 20, 2023

Women's Blurred Kimono

Visits: 7,840 | ATC Rate: 95.2% | CVR: 2.6% | Revenue: \$2,136 | BPV: \$0.3

Products Cobought

Products Compared

Product	Heading	Association Score	Product	Heading	Association Score
	Women's Floral Topper	100		Women's Floral Topper	100
	6 Pack of Scrunchies	5		Women's Elbow Sleeve Crinkle Kimono Duster	11
	Juniors' Open Front Lace Kimono	5		Ombre Topper	9
	30 Millimeter Embellished Buckle Belt	4		3/4 Sleeve Tina Kimono	8

[See More](#)

Scan for quick wins - highly associated products, queries, categories. In this case, the highest associated product is also the highest co-bought, but isn't being cross-sold intentionally on this retailer's site today. A quick win would be to boost the related product across primary source of sales for the Women's Blurred Kimono in question.

**Insights -> Improve Site Search or Category Navigation -> Scroll to Trending Products / Categories / Queries**

Look for where opportunity is on the rise via trending products, categories, and queries. Collect your top 5 of each, and head over to Insights -> Library -> Reporting -> Diagnostics to **understand more about these opportunities granularly for easy quick wins with cross-selling and cross-curation, deepening your impact.**

Solutioning

DO WITH:



INSIGHTS: TRENDS

INSIGHTS: DIAGNOSTICS



# Attacking Themes vs. One-Offs

prioritizing opportunities

1. Converge evidence across key reports

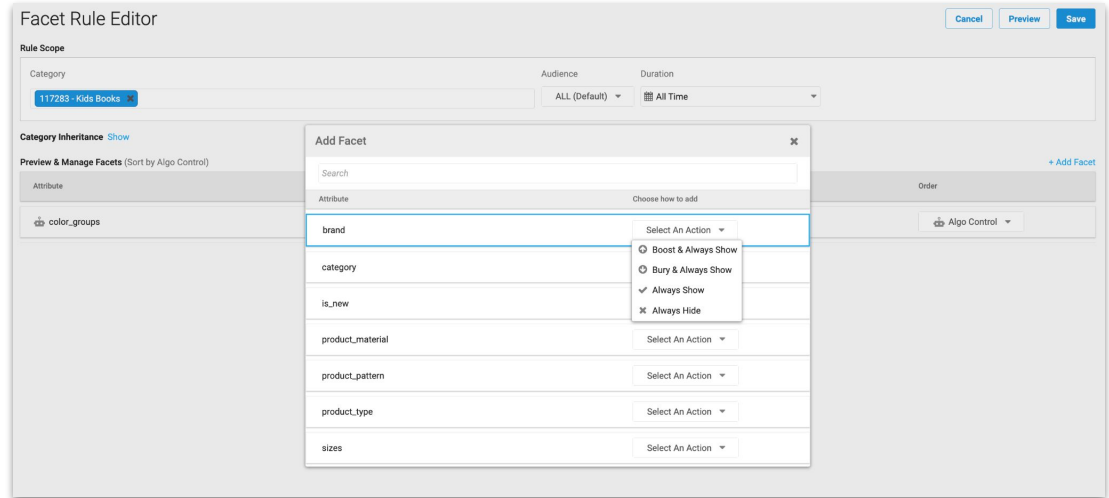
*1. Kids Books appearing in 2 category reports:*

- a. High Exit Rate Categories*
- b. Categories With Missing Products*

*2. 80% of Kids Books searches & refinements include brand-led searches*

*Verdict: Review Kidswear assortment and ensure brand navigational elements (pathways and facets) are prioritized*

2. Go deep into that theme- look at facets, pathways, and the assortment itself







## Question for Our Audience

**How often do you look to optimize for trending products, queries, and categories?**

Use the chat and don't be shy!



# **Executing** Opportunities

chess, not checkers



# Leverage Data. Take Action. Solve for Scale.

Masterful execution is not measured by the speed at which individual optimizations are made. It's impact that determines what's good vs. what's great. Doubling down on basic opportunities with advanced wrinkles like Audiences can drive the greatest lift and make you the hero.

**Be decisive: go "all in".**

## *Solve for Scale*

Opportunities are like icebergs:  
Above water, they may look similar.



**Underneath, some are larger than others.**





# Executing Opportunities: A Path to Success

chess, not checkers

## 1

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### **Before taking action, validate the WHY**

Ask yourself: what did I see in the data that led me to decide on executing this optimisation.

**If an execution is driven by a business ask rather than data, what was the ask, are we sure this is the best solve?**

## 2

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### **Take stock of all the tools at your disposal**

Can the success of the proposed action be enhanced by utilising audiences or setting a time duration?

**Are there any additional data checks that can be done to further validate the action?**

## 3

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### **Identify KPIs for your action & the business**

What did we see in the data that was a concern? What would we need to see in the data post action for this concern to be mitigated?

**For actions driven by a business ask, what is the desired outcome? Consider developing an optimisations tracker to support.**



# Prepping for Key Events

## executing opportunities

### Insights -> Playbooks

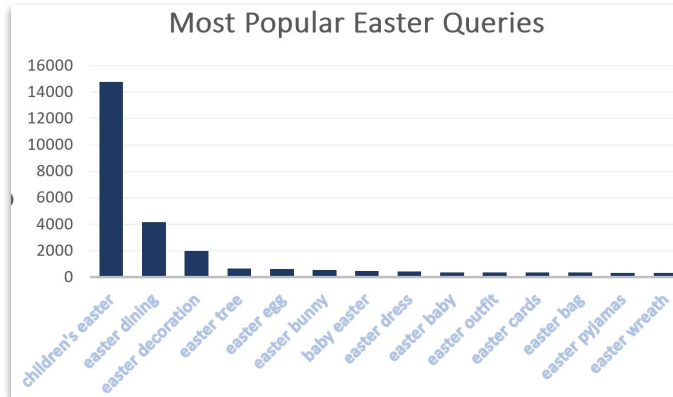
Leverage playbooks to understand your customer's behaviour during key trading periods.

Does the product offering your team has curated match the customer's purchase intent for Easter products last year?

**Example:** 'easter dining' was a popular search query for one retailer last year.

This year, the query is yielding no results. The bloomreach association score can act as a guide for adding relevant products from the retailer's catalog to recall.

1. Leverage playbooks to understand past customer purchase intent



2. Are historically highly associated products optimised?





# Curation vs the Algo

## executing opportunities

### Leveraging Audiences to Balance Priorities w/Algo

There may be times where a core category is being leveraged as the destination for certain marketing initiatives.

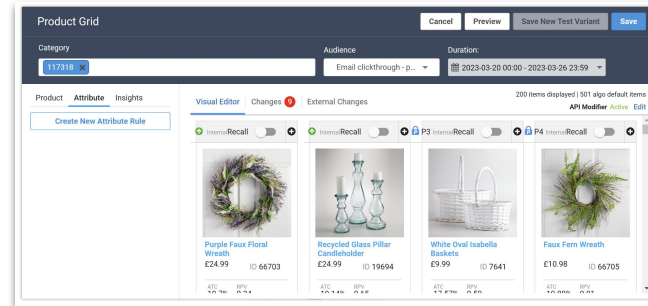
To ensure a smooth path to purchase for those in receipt of the marketing materials, it may be necessary to boost or lock specific products. However, these may not be the right products to show all customers.

Example: Create an audience for those who visit the homeware category via an email promoting Easter decorations. Boost featured products for only this customer group.

### 1. Create your audience

Email	URL CONTAINS "email"
Push	URL CONTAINS "0-push"

### 2. Limit curation to this group





Question for Our Audience

**Do you feel there are any  
blockers to making  
optimisations at scale?**

Use the chat and don't be shy!



# Measuring Your Impact

cementing your hero status





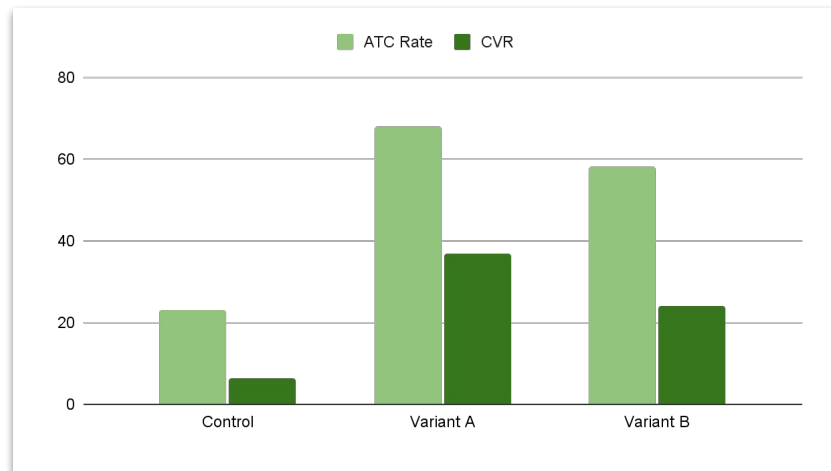
# Dedicate Time. Review KPIs. Share Learnings.

Nearly all that you do in Bloomreach is measurable via Activities, A/B Tests, or Collections.. Whether an action drove a positive or negative change, it's a learning that's worth socializing- and the best organizations do, because they know that's where some of the best ideas are born.

**Democratize your learnings.**



## Democratize Learnings



### ***The Invaluable Slack/Email/Chat:***

*"Hey team! Wanted to share that Variant A, which served an experience with [Brand Collection #1] boosted at a score of 70, drove the best performance for [category]. Could be interesting to lean into this elsewhere, too!"*

# Not Using Activities = \$\$\$ Left On The Table

measuring your impact

1. Make your optimization and annotate it as an activity

Annotate Activity

Activity Name \*

Easter Dining - Products Added to Recall

Remarks (Maximum characters: 1024)

Easter dining - popular search query last year. Pulling in new products w/high association

- Category page boost / bury
- Category page left nav
- Category page product add
- Create new page
- Email campaign
- Paid search campaign
- Site hierarchy change
- Site navigation
- Site search left nav
- Site search product add
- Site search product boost / bury
- Site search re-direct
- Site search thesaurus entry
- Other

Measurement Period

30 Days

Channel

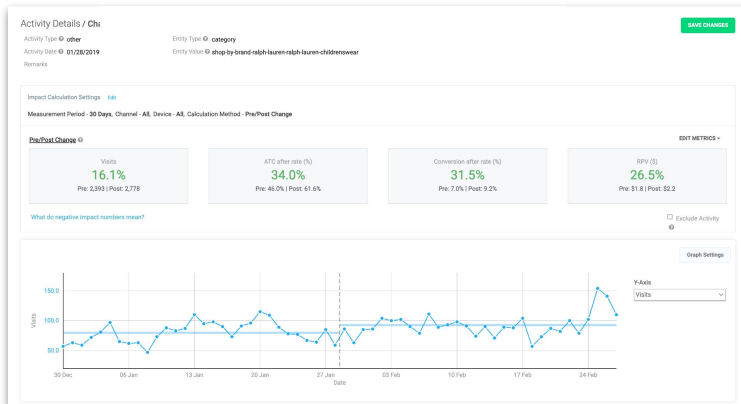
All

Device

All

SAVE

2. Evaluate pre vs. post in real time (or retroactively, if you're behind!)



3. Use the body of knowledge to inform future work!

### Impact Of Category Activities

Activity Name	Visits	RPV Change (%)
US US BOUTIQUE CORE CLASSICS WINE SHOES PUP	563,152	12.5%
US US BOUTIQUE CORE CLASSICS WINE SHOES PUP	419,962	13.6%
US US BOUTIQUE CORE ON WINEING CLASSICS PUP	301,412	43.4%
US US BOUTIQUE CORE ON WINE CLASSICS PUP	267,556	46.9%
Change product grid for 1204 at Dec 15 2022 09:57:58	255,241	-32.5%





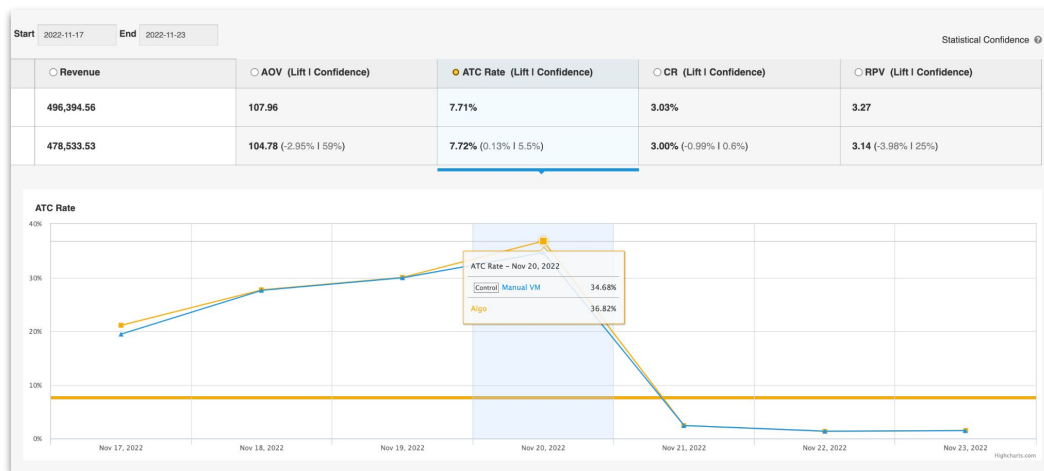
# A/B Testing Into Your Win

measuring your impact

## A/B Testing; When You're Just Not 100% Sure

Activities are excellent for optimizations that we feel good about. For those we'd like to be more careful about, A/B Testing is the way to go for search & merch teams to drive decisions with data.

*A/B Testing is an easy way to validate decisions - if it's not an Activity, it should be an A/B Test*





# Measure Aggregates With Collections

measuring your impact

## Collections

Let Bloomreach support you in keeping track of all the optimisations you are doing at scale with the Collections feature under insights.

Simply input all the beauty related queries that were optimised as a result of the low product views report and have Bloomreach auto-track the performance.

1. Add collections that reflect your themes of optimizations

Query collections

Add Collection

Name  
Beauty Search Optimisations

Type  
Query

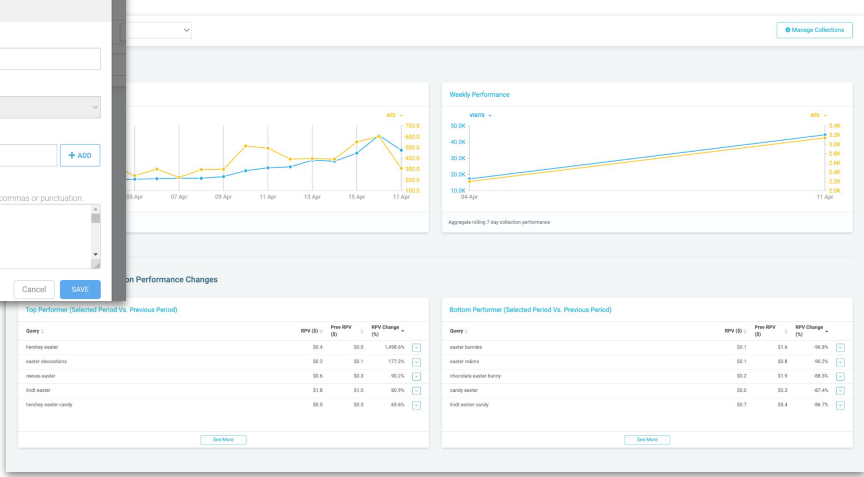
Add Query ID  
+ ADD

My Query IDs  
Please use the IDs used in Compass Dashboards. One per line. No commas or punctuation.

- make up
- makeup
- skincare fridge
- bronzer drops
- false tan
- washy mister

Cancel SAVE

2. Track KPIs, daily movement, and top vs bottom performers





## Question for Our Audience

**Do you use Activities (pre vs post) and/or A/B Tests for:**  
**none / some / most / all**  
**things your team does?**

Shout out: “none” “some” “most” or “all”



**In summary, these are the evolutions your team needs to win with a data-driven mindset**



# From

Diving into one opportunity at a time

Only performing ad-hoc analysis

Only merchandising for today

Merchandising for a global audience

Not using activities or tests

# To

***Looking for themes***

***Adding deeper dives***

***Scheduling ahead, too***

***Leveraging audiences, too***

***Driving everything with data***



**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!

