



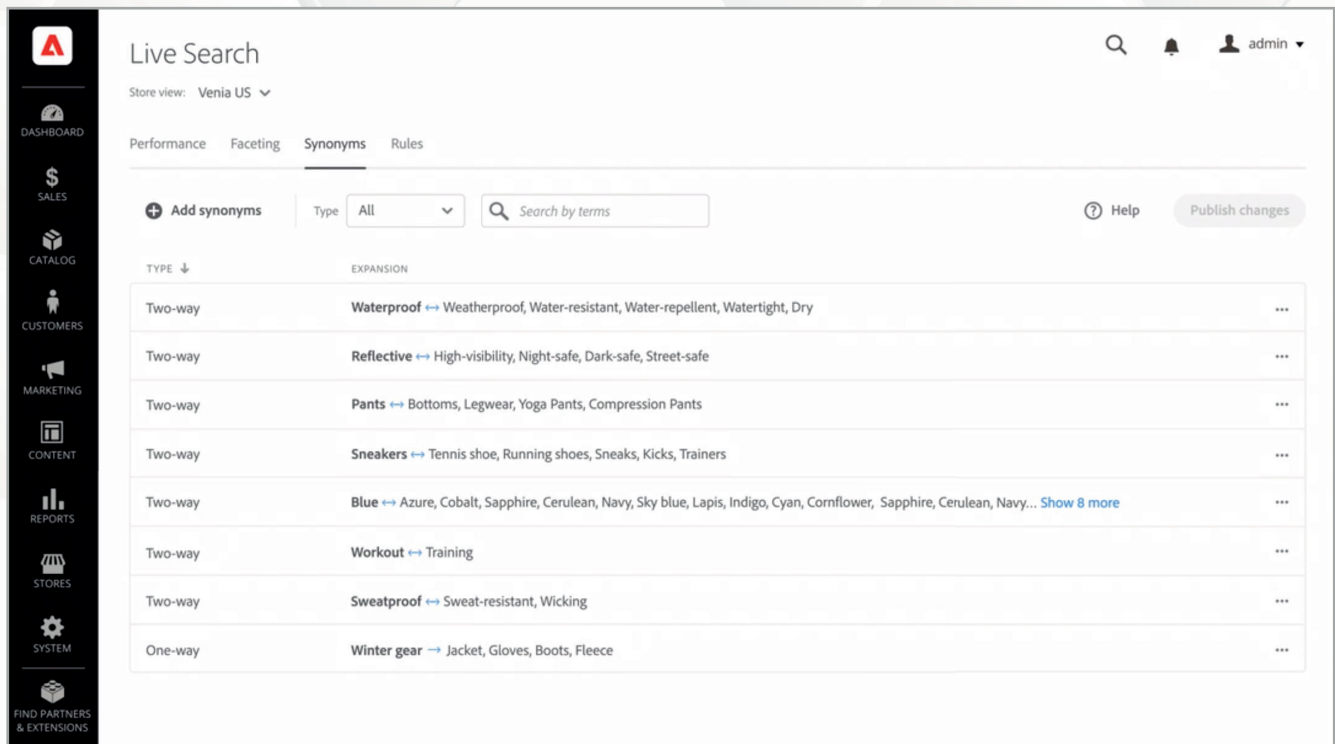
LIVE SEARCH POWERED BY ADOBE SENSEI —A GAME CHANGER FOR ADOBE COMMERCE CUSTOMERS



With global e-Commerce estimated to reach a figure of \$ 4.2 trillion in 2021 as per the Adobe Digital Economy Index, the importance of improving the overall digital experience for customers cannot be overstated. The significance of online search is particularly heightened, as that is typically the beginning of the online shopping process. Studies have pegged the number of visitors conducting an on-site search to be between 30% to 60%. With the conversion rate of site shoppers being high, if the site search is not equipped to handle wrong spellings, search synonyms and more, it can cost merchants dearly.

Baymard Institute figures estimate that only 29% of on-site search engines are able to handle even a single misspelt character in a query and as many as 61% offer no support for synonyms.

This is the exact reason why the launch of Live Search powered by Adobe Sensei, is a game-changer for Adobe Commerce customers. With the power of robust AI, it goes a long way in significantly improving the site search experience for shoppers and improved conversion rates for merchants.



The screenshot shows the 'Live Search' interface in the Magento admin panel. The left sidebar contains navigation links: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area is titled 'Live Search' and shows the 'Venia US' store view. Below the title are tabs for 'Performance', 'Faceting', 'Synonyms', and 'Rules'. The 'Synonyms' tab is active, displaying a table of synonyms. The table has two columns: 'TYPE' and 'EXPANSION'. The 'TYPE' column lists 'Two-way' and 'One-way'. The 'EXPANSION' column lists various terms and their synonyms, separated by double-headed arrows. A search bar and 'Add synonyms' button are at the top of the table. A 'Publish changes' button is at the bottom right.

TYPE	EXPANSION
Two-way	Waterproof ↔ Weatherproof, Water-resistant, Water-repellent, Watertight, Dry
Two-way	Reflective ↔ High-visibility, Night-safe, Dark-safe, Street-safe
Two-way	Pants ↔ Bottoms, Legwear, Yoga Pants, Compression Pants
Two-way	Sneakers ↔ Tennis shoe, Running shoes, Sneaks, Kicks, Trainers
Two-way	Blue ↔ Azure, Cobalt, Sapphire, Cerulean, Navy, Sky blue, Lapis, Indigo, Cyan, Cornflower, Sapphire, Cerulean, Navy... Show 8 more
Two-way	Workout ↔ Training
Two-way	Sweatproof ↔ Sweat-resistant, Wicking
One-way	Winter gear → Jacket, Gloves, Boots, Fleece

INTELLIGENT SEARCH RESULTS

Some of the intelligent search features that pack in tremendous value for shoppers include:

- ✓ Search-as-you-type feature that eases the search process for shoppers
- ✓ Ability to narrow search basis price, brand, ranking and more
- ✓ Intelligent faceting that allows shoppers to refine results



SYNONYMS MANAGEMENT

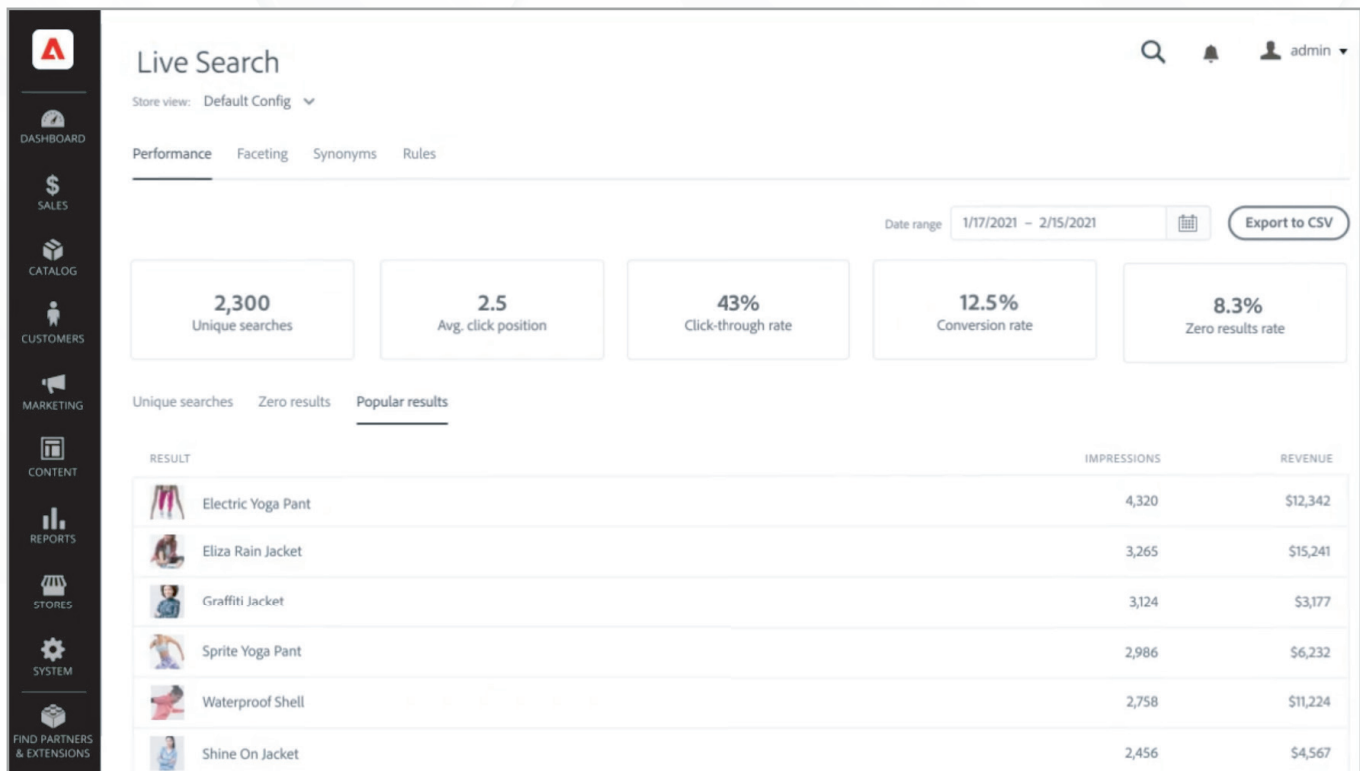
There is nothing quite as disheartening as losing conversions only because the shopper happened to search for a related term, which your site search was not equipped to handle. With Live Search comes the ability to define two sets of synonyms—one-way and two-way synonyms. While one-way synonyms help shoppers navigate merchandise in one direction, two-way synonyms broaden the scope of the search results to include results for similar terms.



MERCHANDISING RULES

It equips merchants to set up merchandising rules that work for their business goals. Some of the merchandising rules include:

- ✓ Boosting & burying of products that enable displaying products higher and lower in search results depending on the business objectives.
- ✓ Pinning or hiding of products in case of stock issues.
- ✓ Ability to modify search queries based on merchandising needs



DEDICATED REPORTING

In addition, it allows you to understand trends to optimize the search experience further. Some of the additional reporting tools include:

- ✓ Ability to filter metrics by clicks, views and more
- ✓ Analysis of shopper queries and their results
- ✓ Analysis of merchandising effectiveness

FLEXIBLE APPLICATION

The additional advantage with Live Reporting is that it is user-friendly and can work efficiently with drag and drop tools. As far as backend development is concerned, it offers an extremely flexible developer framework. Some of its features include:

- ✓ API-first environment
- ✓ SaaS service implementation
- ✓ No requirement for Elastic Search Provisionin or Maintenance



TO SUM UP

Adobe Sensei AI not just offers search results with accuracy and speed it also ensures ease of deployment and goes a long way in minimizing merchant tasks. Available exclusively for Adobe customers, the extension can be downloaded for free at the Magento Marketplace.

Here is to a powerful site search experience and to improved conversions with Live Search for Adobe Commerce!



ABOUT US

With an international team of over 35 specialists, we are working on opening new potentials for your customers from a wide range of industries every day since 2008. Over 800 projects, our courage to break new ground, our pioneering spirit and our belief in the limitless possibilities of the digital world are what set us apart.

IN THE BUSINESS SINCE 2008



International Company,
35 experts



Leader of
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