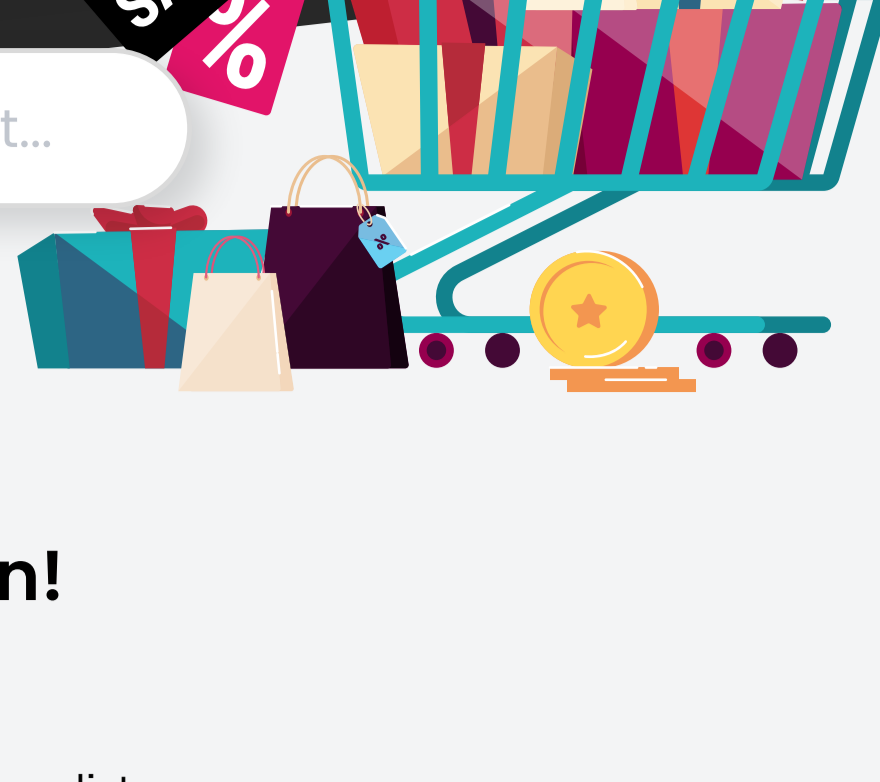


10 SEARCH QUERY TYPES

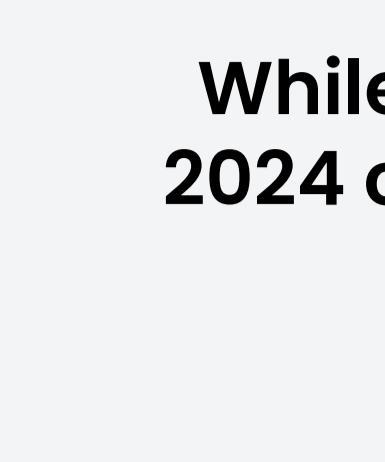
COSTING YOU SALES

Get eCommerce Holiday-Ready with AI-First Search

Your most important website asset...



This year will be a short, but record-breaking Holiday shopping season!

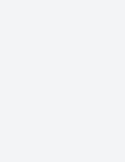


27 days between American Thanksgiving & Christmas

Forecasts predict consumers will spend a record-breaking:

\$241 billion online this holiday season*

+8.4%



While economic pressures remain challenging, 2024 consumer spending is expected to increase across major eCommerce holidays²



Online retail growth will continue to rise in 2025 & beyond!

The growth we'll see this holiday season is projected to continue into the new year and beyond, with eCommerce expected to command a greater slice of the global retail pie moving forward.

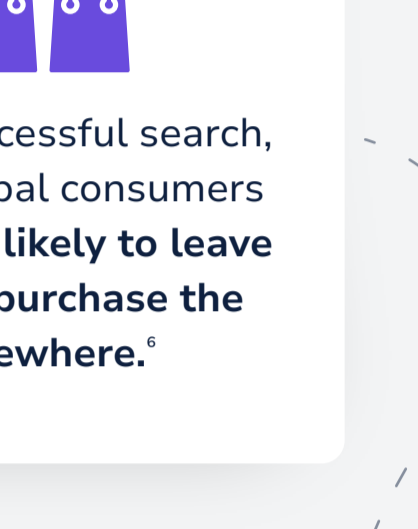
Experts predict...

eCommerce will account for **21.8%** of global retail sales in 2025³

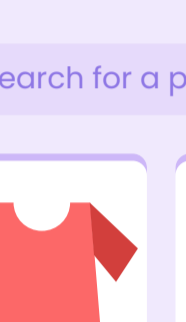
Online retail growth is here to stay, but are you ready to capture your share?

Search abandonment could be holding you back!

DID YOU KNOW?



The reality is, search abandonment is where most retailers see a detrimental impact to their bottom line.



\$2 Trillion is lost to search abandonment worldwide every year.⁴



After an unsuccessful search, 4 out of 5 global consumers agree they are likely to leave the site and purchase the item elsewhere.⁵



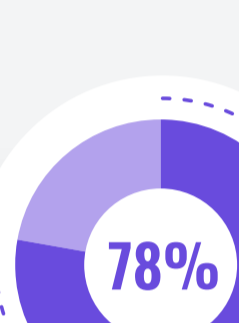
Only 1 in 10 consumers say they find exactly what they're searching for, or a suitable alternative, every time they use the search function⁶ on a retailer's website.

Gone are the days of endless scrolling and filtering. Today's shoppers expect search engines to intuitively grasp their desires, offer tailored suggestions, and guide them toward relevant products.

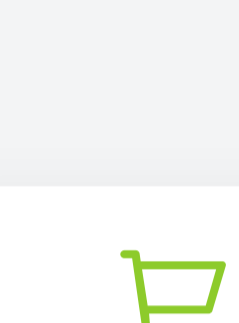


The key to winning: An exceptional search experience

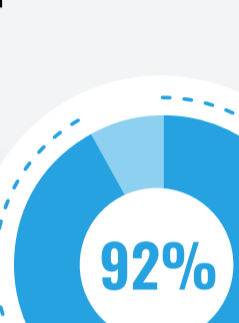
Search functionality plays a pivotal role in customer experience



69% of consumers use the search function on retail websites, making it the most common way to find products.⁷



72% of holiday shoppers will filter by product availability (in store-or online) to determine if products will arrive in time.⁸

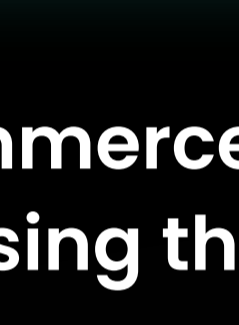


99% of consumers are at least somewhat likely to return to a website if it has a good search function.⁹

And, customers reward retailers who invest in a great search experience



78% also buy at least one extra item besides the one they initially searched for.¹⁰



On average, three additional items are purchased after a successful search.¹¹



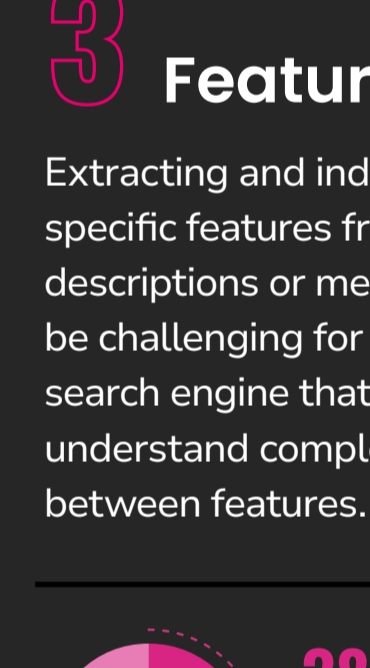
After a successful search, 92% of consumers purchase the item they were searching for.¹²

The data is clear: A strong search experience is a necessity. But many retailers are falling short of consumer expectations due to their legacy search solutions.

Why legacy eCommerce search engines are missing the mark

Legacy search solutions run on decades-old keyword-matching technology that often requires intensive manual intervention to deliver quality search results.

According to recent benchmarks, 41% of all eCommerce sites perform below an acceptable rating for eCommerce Search UX across common search query types.¹³



10 SEARCH QUERY TYPES

COSTING YOU SALES

Many eCommerce retailers are missing out on potential revenue due to legacy search engines that struggle with common search query types. This problem is exacerbated further when customers use more complex, conversational or long-tail search terms that traditional search engines cannot accurately interpret.

1 Exact Match
Traditional search engines may struggle with exact phrase matching due to outdated NLP and aggressive stemming/stop word removal, leading to inaccurate results.

33% of sites experience issues with this search query type¹⁴

2 Product Type
Older search engines may struggle to store and index detailed product metadata, making it difficult to accurately identify and retrieve products based on their type and synonyms.

29% of sites experience issues with this search query type¹⁵

3 Feature
Extracting and indexing specific features from product descriptions or metadata may be challenging for a traditional search engine that may not understand complex relationships between features.

38% of sites experience issues with this search query type¹⁶

4 Use Case
Traditional search engines may struggle to understand the context of a search query, including abstract or subjective terms, leading to less relevant results.

36% of sites experience issues with this search query type¹⁷

5 Abbreviation & Symbol
Traditional search engines might have limitations in indexing abbreviations and handling queries containing symbols or special characters, leading to inaccurate results.

50% of sites experience issues with this search query type¹⁸

6 Compatibility
Keyword-based matching and limited entity recognition can hinder traditional search engines' ability to accurately interpret terms like "compatibility" and provide relevant results.

31% of sites experience issues with this search query type¹⁹

7 Non-Product
Non-product queries, often ambiguous and complex, require nuanced understanding and personalized responses, which traditional search algorithms may struggle to effectively handle.

50% of sites experience issues with this search query type²⁰

8 Symptom
Traditional search engines often lack semantic understanding and contextual awareness, making it difficult to interpret terms like "symptom" and understand relationships between multiple concepts, leading to less relevant results.

38% of sites experience issues with this search query type²¹

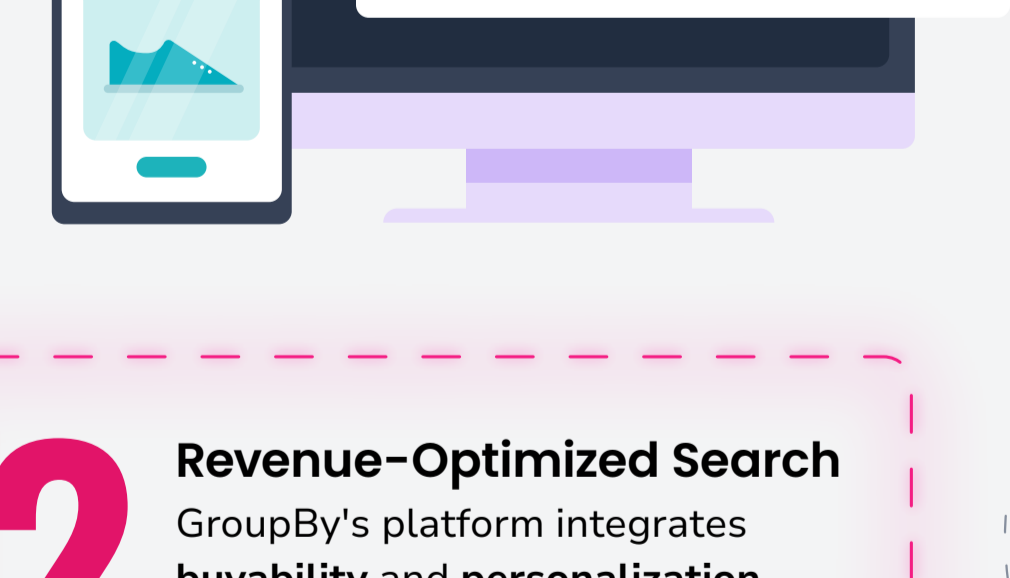
9 Conversational
Conversational queries resemble natural language, often taking the form of full sentences or questions. These queries present a challenge for traditional search engines, as they must interpret multiple intents and preferences—such as "lightweight" and "cold weather"—to provide relevant and accurate results. Advanced, AI-first, search systems effectively capture these nuances to deliver contextualized and precise search results.

Q: I'm looking for a lightweight jacket for hiking in cold weather

10 Long-Tail
Traditional search engines often struggle with long-tail queries because they rely on keyword matching, missing the nuances of detailed user intents like specific features, price, and conditions. They lack the ability to interpret multiple attributes within a single query, resulting in irrelevant or incomplete results. AI-first search solutions can understand and process complex queries by analyzing user intent, context, and product attributes, delivering more accurate and personalized results.

Q: Men's waterproof hiking boots with ankle support under \$150

6 REASONS WHY GROUPLY'S PLATFORM STANDS OUT FROM THE REST



1 State-of-the-Art AI
GroupBy's AI, powered by Google Cloud Vertex AI Search for Retail, leverages advanced machine learning to deliver unmatched precision and performance.

1.8 trillion Events & **85 billion** Daily Interactions

2 Revenue-Optimized Search
GroupBy's platform integrates buyability and personalization, going beyond relevance to prioritize results that drive revenue. By analyzing user behavior and context, it maximizes conversion and profitability.

3 Advanced Query Understanding
Leveraging NLP and machine learning, GroupBy deciphers user intent from behavior patterns and product attributes, delivering highly relevant, personalized and revenue-optimized search and recommendations results.

4 Outcome-Driven Optimization
GroupBy allows businesses to align search and recommendation strategies with key goals, such as AOV or revenue, for measurable business outcomes.

5 Rule-Free Merchandising
GroupBy's AI reduces business rule creation by 80%, freeing teams to focus on revenue strategies and boosting productivity by 50%+, while adapting to market changes more quickly.

6 Engineered for Complex Queries
GroupBy's platform is built for multi-faceted queries, interprets nuanced language, industry terms, long-tail, conversational and even specialized B2B searches. It supports 72 languages for global scalability.

Did you know we were on the 2024 Gartner® Magic Quadrant™ for Search and Product discovery?

Discover more about GroupBy's unique search capabilities >

Join the growing list of retailers who are achieving exceptional results with GroupBy!

Our customer, Rebag, was previously using a legacy search solution that often resulted in inconsistent and irrelevant search results. Since implementing GroupBy's platform, Rebag has seen:

- +51% Increase in Online Revenue
- +60% Increase in Revenue / Search
- +24% Increase in Customer Purchases
- +21% Increase in Average Order Value

Ready to dominate the upcoming holiday shopping season & beyond?

Find out how GroupBy can help >

Sources: ^{1,2} https://business.adobe.com/resources/holiday-shopping-report.html, ³ https://ecomrevenuemax.com/what-is-the-prediction-for-e-commerce-in-2025/, ^{4,5,6,7} https://cloud.google.com/blog/topics/retail/new-research-to-support-santa-this-holiday-season, ⁸ https://www.forrester.com/blogs/tune-commerce-search-to-support-santa-this-holiday-season, ^{9,10,11,12} https://cloud.google.com/blog/topics/retail/new-research-on-search-abandonment-in-retail, ^{13,14,15,16,17,18,19,20,21} https://baymard.com/blog/e-commerce-search-query-types