

A photograph of two young women in a clothing store. The woman on the left has long dark hair and is wearing a pink off-the-shoulder top. The woman on the right has blonde hair in a bun, wears glasses, and a blue denim shirt. They are both smiling and looking at a bright red garment that the woman on the right is pointing at. The background is blurred, showing other clothing items and store lighting.

FEATURE WHITEPAPER

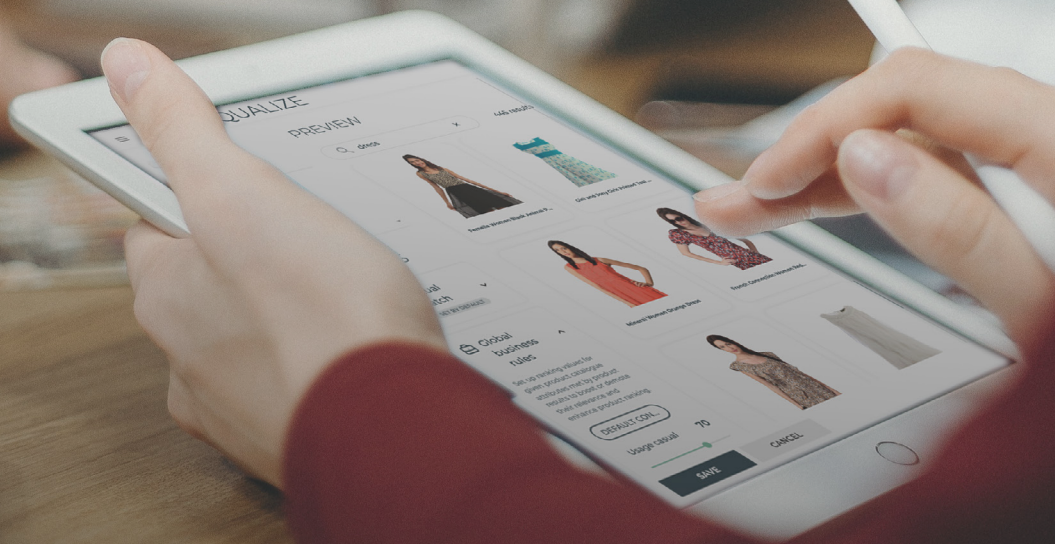
EQUALIZE

Adjust results by weighting
product attributes

empathy.co

INTRODUCTION

Equalize is the Empathy Platform Playboard tool that allows merchandisers to **configure the weighting of the product attributes** used for ranking product results in the search engine. By enabling brands to adjust the importance of each product attribute, **search results can be sorted according to business needs and traffic segments**. Equalize encompasses three configurations: Textual Match for textual attributes, Function Score for numeric attributes, and Business Rules for boosting or burying groups of products with specific attribute values.



BUSINESS VALUE

Equalize provides merchandisers with the ability to manage relevance, general rules and specific functions based on KPIs to different scenarios, in order to **craft the brand experience**. Adapting the SERP by balancing the weight of the factors that contribute to product positioning gives brands the power to determine the order of results that will be shown to a specific segment of shoppers.

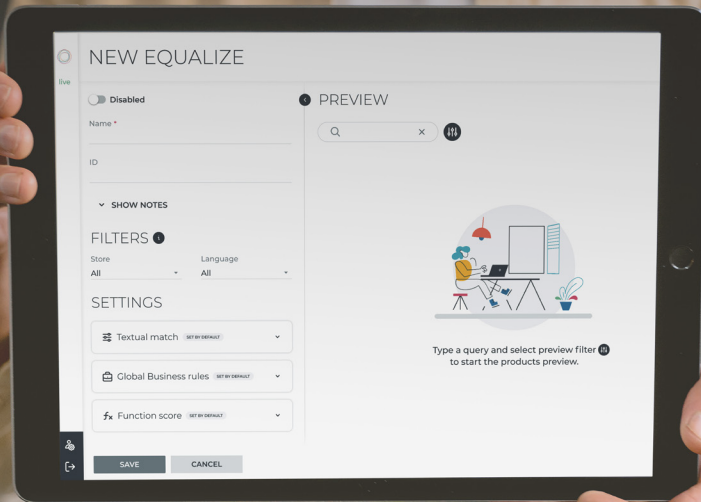


PLAY

Equalize





FEATURES



TEXTUAL MATCH

Textual Match configuration in Equalize allows merchandisers to determine **the weight that a textual match between the query and the value of a certain attribute has on the final product score.**

Modifying the values affects the relevancy of the defined fields where the search term occurs, adapting the product ranking based on the assigned weights.

 Textual match SET BY DEFAULT 

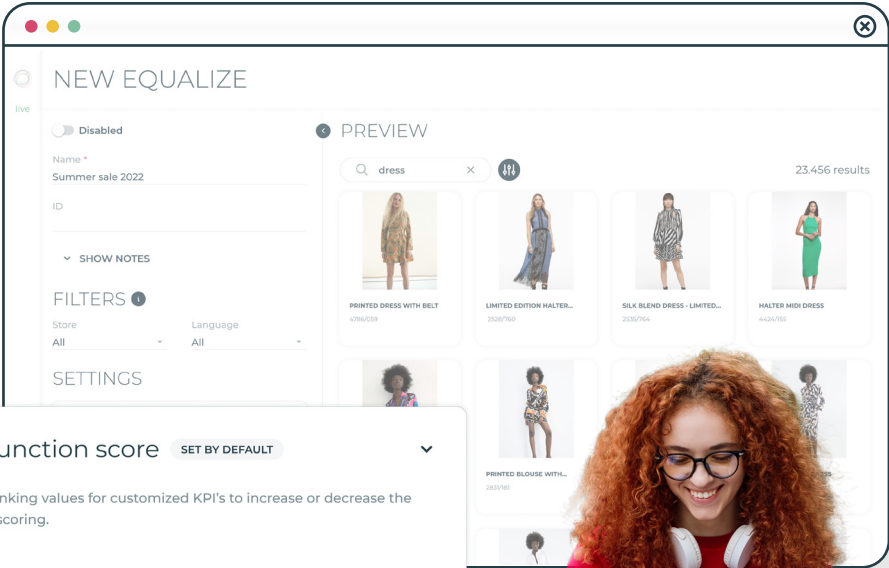
Set up the weight for searchable product catalogue attributes where the search term is found to determine product ranking.

Name	1
Brand	4
Color	5

FUNCTION SCORE

The ability to configure the Function Score within Equalize provides merchandisers with **a way to add weight to KPIs and influence product scores**, accordingly.

This feature makes it possible to boost or bury products on the SERP, based on indicators like sales, stock, etc.



The screenshot displays the 'NEW EQUALIZE' interface. On the left, there's a sidebar with a 'live' toggle, a 'Disabled' switch, a 'Name*' field containing 'Summer sale 2022', an 'ID' field, a 'SHOW NOTES' button, and 'FILTERS' for 'Store' (All) and 'Language' (All). Below these are 'SETTINGS'. The main area is a 'PREVIEW' of search results for 'dress', showing 23,456 results. It features a grid of product cards with images and titles like 'PRINTED DRESS WITH BELT', 'LIMITED EDITION HALTER...', 'SILK BLEND DRESS - LIMITED...', and 'HALTER MIDI DRESS'. A woman with red hair and glasses is sitting in front of the screen, holding a laptop and a coffee cup.

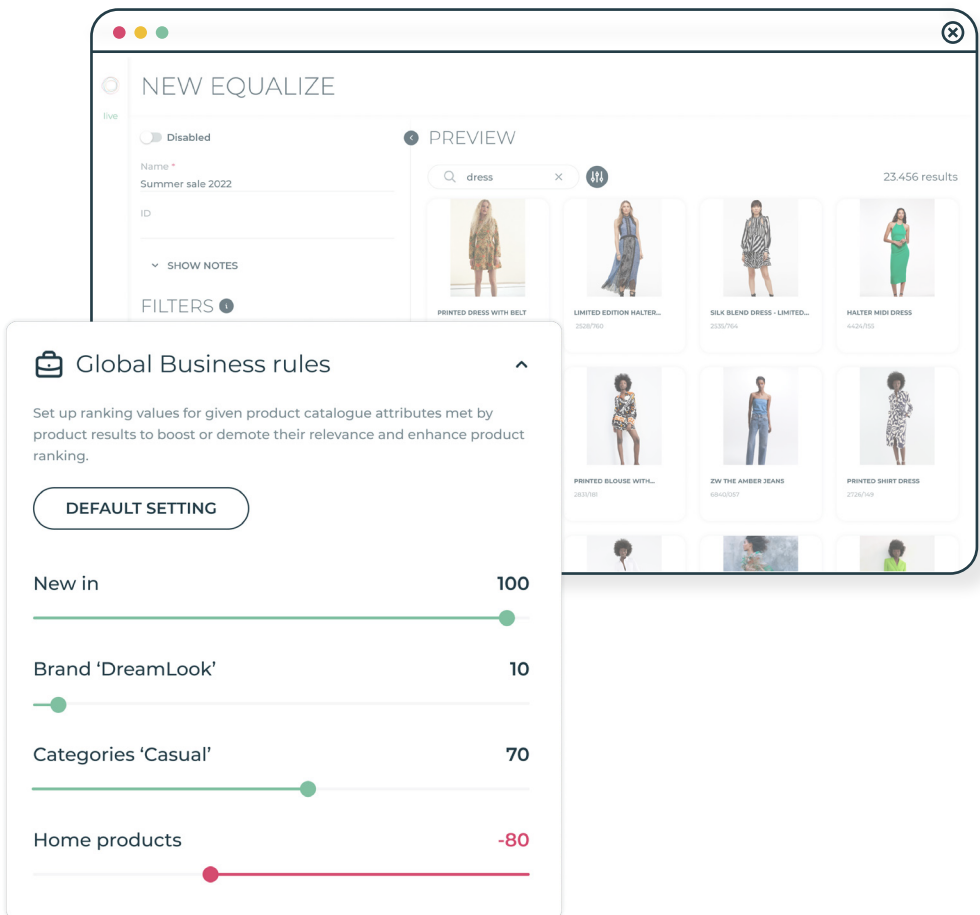
fx Function score SET BY DEFAULT

Set up ranking values for customized KPI's to increase or decrease the product scoring.

KPI	Direction	Value
Popularity	DIRECT	60
Rank	DIRECT	50
Stock	INVERSE x2	10

GLOBAL BUSINESS RULES

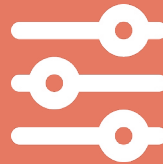
Equalize gives retailers the capacity **to boost or bury groups of products** with particular product catalogue attributes by setting the weight of Global Business Rules. Changing these values adjusts the results returned by elevating or decreasing the position of products containing specific characteristics.



MULTIPLE CONFIGURATIONS

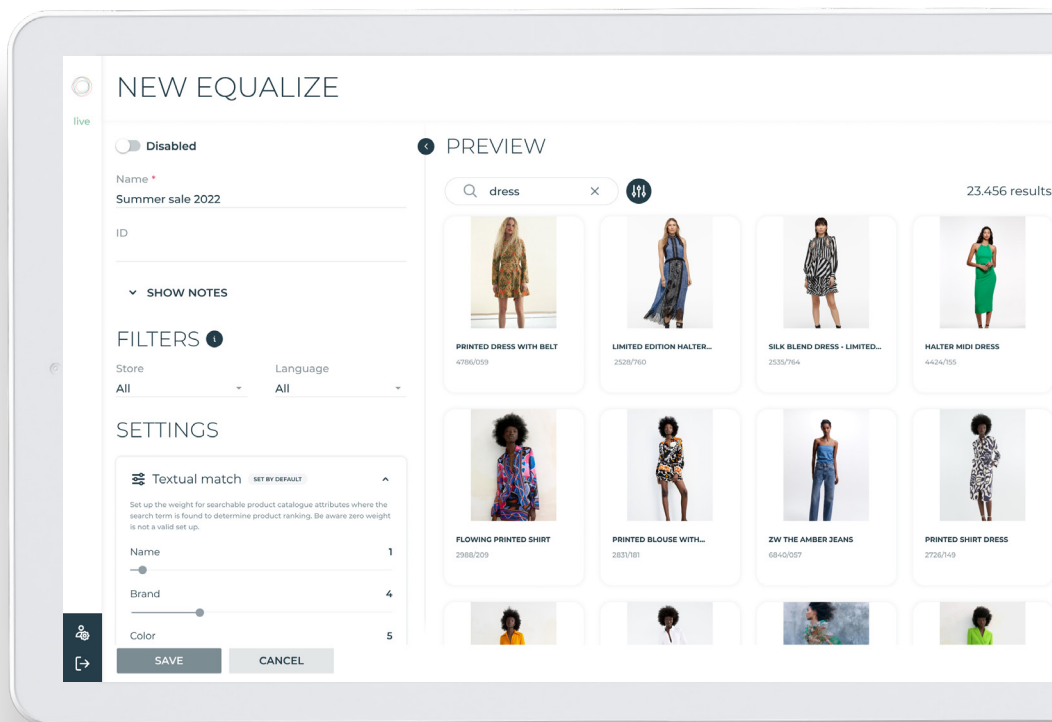


To offer even greater granularity, Equalize lets merchants define **multiple configurations** in order to assign weighted values for Textual Match, Global Business Rules and Function Score to different segments. Retailers can **adapt search results to particular instances by using a combination of custom filters** (such as language, store, device, etc.) and applying the various values in alignment with each segment's merchandising goals.



PREVIEW

By adjusting the weights of the product attributes, the scoring will change and products will be reordered, giving retailers the ability to **preview the appearance of search results in real time**. Inputting a query presents a visualisation of the SERP directly within the tool, allowing merchandisers to fine-tune the relevancy through attribute weights and observe the outcome instantly.



A/B TESTING

The ability to implement multiple configurations in Equalize makes it easy to perform A/B testing. **Define different relevancy configurations** and input their unique IDs into any A/B tool to redirect traffic to specific audience segments, overriding rules via query parameters. By **modifying how product results are ordered** with Equalize, retailers can experiment and determine what works best for their business.

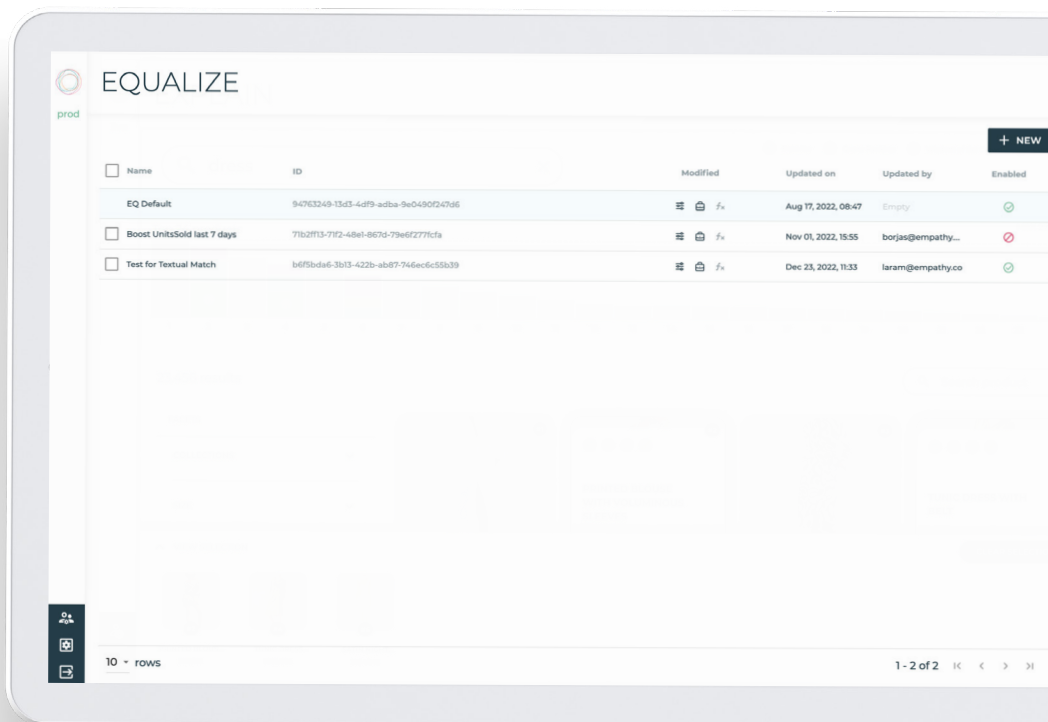


TABLE VIEW

For at-a-glance information, the Table View displays all of the Equalizes that have been created and shows when and by whom they were updated. Indicators denote **which type of values have been modified** and whether the configuration is enabled or disabled, along with the details of the pivot to which they apply.

live

EQUALIZE

Store

All

Language

All

Active





































All


Q


Search

+

NEW

<input type="checkbox"/>	Name	ID	Store	Language	Modified	Enabled time	Updated on	Enabled
	EQ Default	ID2834/633	All	All	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Woman Portugal	ID2564/666	Portugal	Portuguese	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Infinite	ID1651/811	France	French, English	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Bag	ID6416/811	Spain	Basque, Catalan, Galician, Spanish	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	shoes	ID6465/811	United Kingdom	English	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Bag Portugal	ID5162/811	Portugal	Portuguese	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Bag	ID6232/811	France, Germany, Portugal, Spain, United...	English, French, German, Portuguese...	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Bag Spain	ID6856/811	Spain	Spanish	  	12 days 3 hours	Feb 22, 2022 12:22	
<input type="checkbox"/>	Woman top	ID9889/811	France, Spain, United Kingdom	English, French, Spanish	  	12 days 3 hours	Feb 22, 2022 12:22	





10 rows

1 - 8 of 8

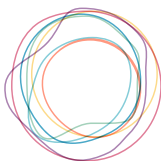
CONCLUSION

The Equalize tool in Empathy Platform Playboard enables merchandisers to configure and curate the brand search experience by audience segments. With the power to affect product scoring by weighting attribute values and apply them to different segments, retailers have **granular control and visibility over how search results appear** and the agility to adapt quickly. Using Equalize to adjust the weight of attributes **ensures shoppers receive the most relevant results and supports merchandising goals.**





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