

# STANDING OUT THROUGH COMMERCE SEARCH

How Tous.com took Search  
beyond a box to inspire shoppers



EMPATHY.CO

# CONTENTS

01  
ANALYSIS AND  
INSIGHTS

02  
STRATEGY AND  
IMPLEMENTATION

03  
RESULTS

04  
SUMMARY

01  
ANALYSIS AND  
INSIGHTS

A photograph of two women sitting on a grey couch. The woman on the left, with dark hair, is wearing a brown cardigan and holding a smartphone. The woman on the right, with blonde hair, is wearing a white cable-knit sweater and looking at a laptop. Both are smiling. The background is a simple, light-colored wall.

A RELATIONSHIP  
BASED ON  
TRUST



Since 2016, TOUS has trusted Empathy.co with their Search & Discovery platform: **putting the shopper's experience and privacy first**. As Spain's leading jewellery and accessories retailer in the affordable luxury segment, TOUS found an innovative partner in Empathy.co.

Facing an exceptional situation with the pandemic in 2020, TOUS aimed to further strengthen their Search & Discovery and commitment to **innovation, digitisation and transformation** in ecommerce. To spark a conversation with the shopper whilst offering more to enjoy and discover within the catalogue.

And it was a triumph.



In 2021, TOUS completely redesigned their online and offline experience to boost an essential element in their business strategy: better understanding the customer.



A person with glasses and a beard is seen from the side, working on a laptop. The laptop screen displays a complex interface with various charts and data. The background shows a blurred cityscape through a window.

02  
STRATEGY AND  
IMPLEMENTATION

# BOOSTING INSPIRATION WITH THE SEARCH BOX

Especially in the jewellery industry, the **customer journey is often ‘research online, purchase offline’**. In this multichannel experience, the Search box invites conversation as the virtual shop assistant customers consult to start their exploration.

With this in mind, TOUS began their Search restyling project with a clear objective: **make Search an easier and more joyful experience.**

Creating Search for **inspiration and catalogue discovery**, TOUS worked with Empathy.co to refine their Search & Discovery experience with key features and functionalities:

A diagram consisting of several overlapping circles in shades of grey and pink. The circles contain text labels for different search features. The labels are: 'MYSEARCH' (grey circle), 'CUSTOMERS & PRIVACY FIRST' (pink circle), 'RESULTS PAGE' (grey circle), 'HEADLESS ARCHITECTURE' (pink circle), and 'EMPATHY CONTEXT' (grey circle).

MYSEARCH

CUSTOMERS &  
PRIVACY FIRST

RESULTS  
PAGE

HEADLESS  
ARCHITECTURE

EMPATHY  
CONTEXT

# MySearch

Just as shop windows display the best and most trendy products, **MySearch** makes the online shopping experience 100 percent visual. Product cards in the **Suggestions Layer** are personalised for a **typeless Search experience** promoting discovery through:



## **The most wanted:**

Trending products based on search trends.



## **Inspired by your searches:**

Trending products based on the search history.



## **Inspired by your preferences:**

Trending products based on the last products clicked.



TOUS

What are you searching for?



Small Hold Heart Ring in Rose Vermeil  
£40.00  
+ materials



Short Silver and Pearl Icon Pearl Earrings  
£40.00



Silver vermeil Ocean Color Ring with...  
£110.00



Silver Vermeil Necklace with Chain and...  
£35.00



Silver TOUS Hold Necklace with Pearls  
£110.00

RECOMMENDED BY YOUR SEARCHES



Baby earrings from rose vermeil  
£75.00



Moiif cross Bracelet in Rose Silver Vermeil  
£75.00



Baby TOUS My first journey Layette  
£140.00 £60.00 £80.00



Silver TOUS Pearls Bracelet with pearls  
£60.00

GIFT IDEAS



Pack of silver vermeil...  
£130



Pack of silver vermeil...  
£200

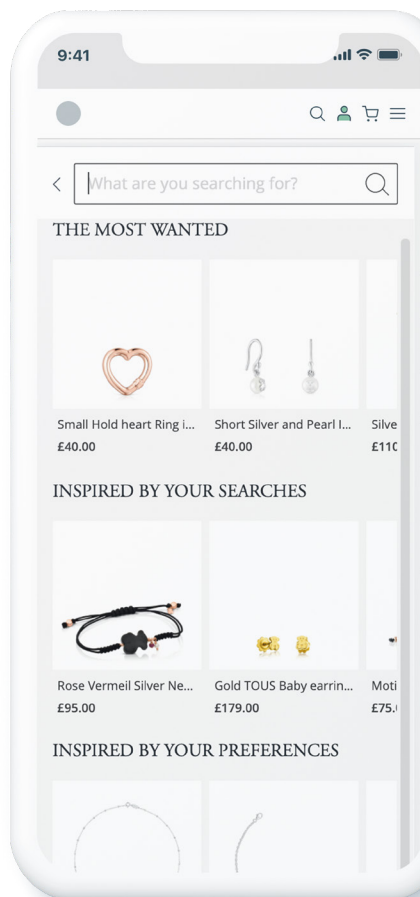
# Customers-First, Privacy-First

Contextualising the Search box with tailored suggestions, TOUS drives product discovery and fixes a common pain point for customers: product suggestions outside their desired category of interest. Empathy.co solves this in a **trustworthy** way building personalised suggestions without storing any Personal Identifiable Information (PII).

This approach is based on **zero-party data**, in which a shopper intentionally and proactively shares interests and interactions with a brand. Shopper data stays with the shopper, only in their local device storage, **truly anonymising** behavioural patterns. In this way, TOUS Search with Empathy.co brings customers **ethical personalisation** by reading but not storing their actions.

This positions the customer as the data owner, respecting their privacy whilst facilitating their search experience.

In redesigning their search tool, TOUS' main priority has been maintaining their customers' **trust**. Putting customers and privacy first, TOUS Search now provides a more memorable experience for each customer – one they make their own without feeling watched over. In fact, the search experience itself offers the possibility of removing suggestions based on previous searches, if the shopper prefers.

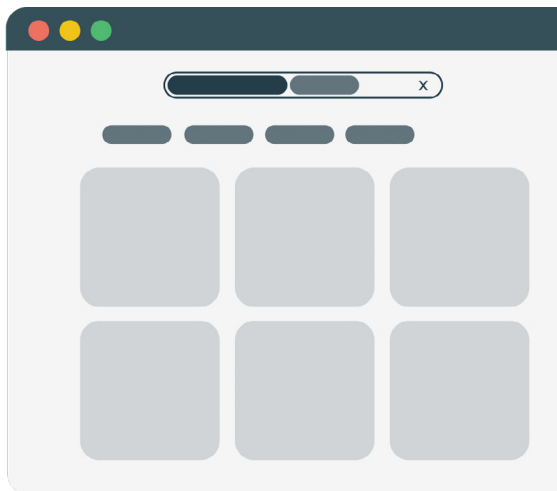


# Results Page as a Conversation

On top of product suggestions and query recommendations, the features and the experience on the results page were also revamped with the same scope: **promote discovery and improve communication** with the shopper.

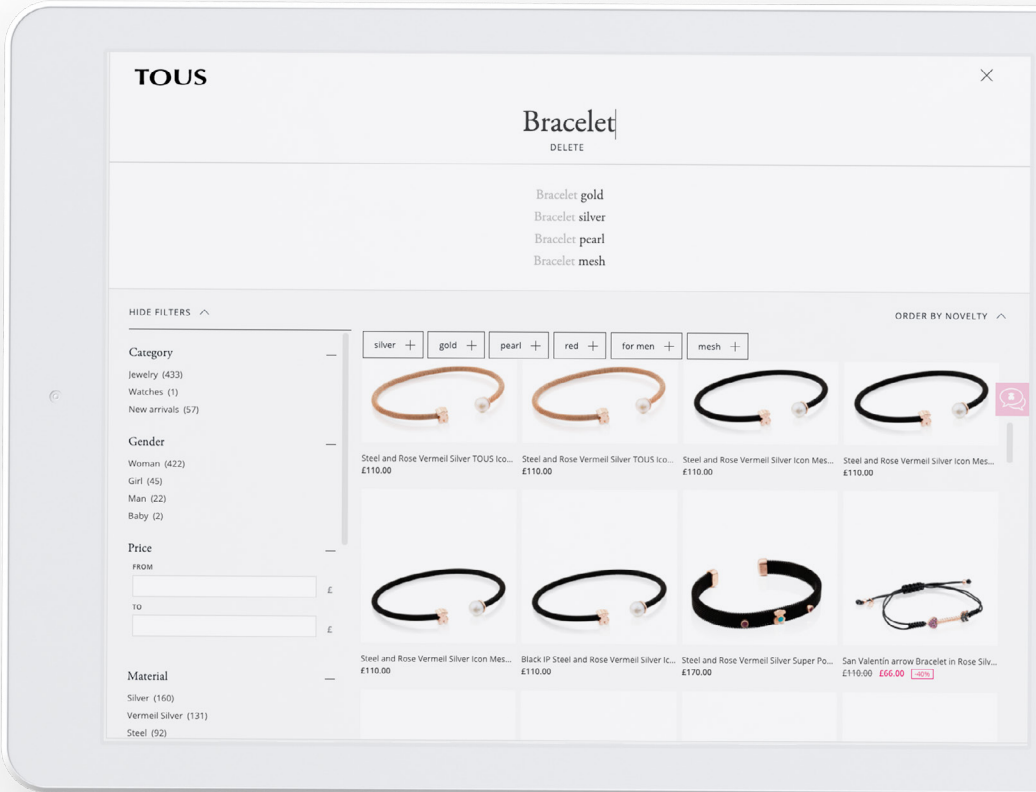
Through **Related Tags** and **different filters**, the shopper can easily refine the search and interact seamlessly with the catalogue.

Thanks to the Related tags, queries are more meaningful for both customers and brands: facilitating exploration across the entire catalogue for customers, and giving brands the tools to make this possible.





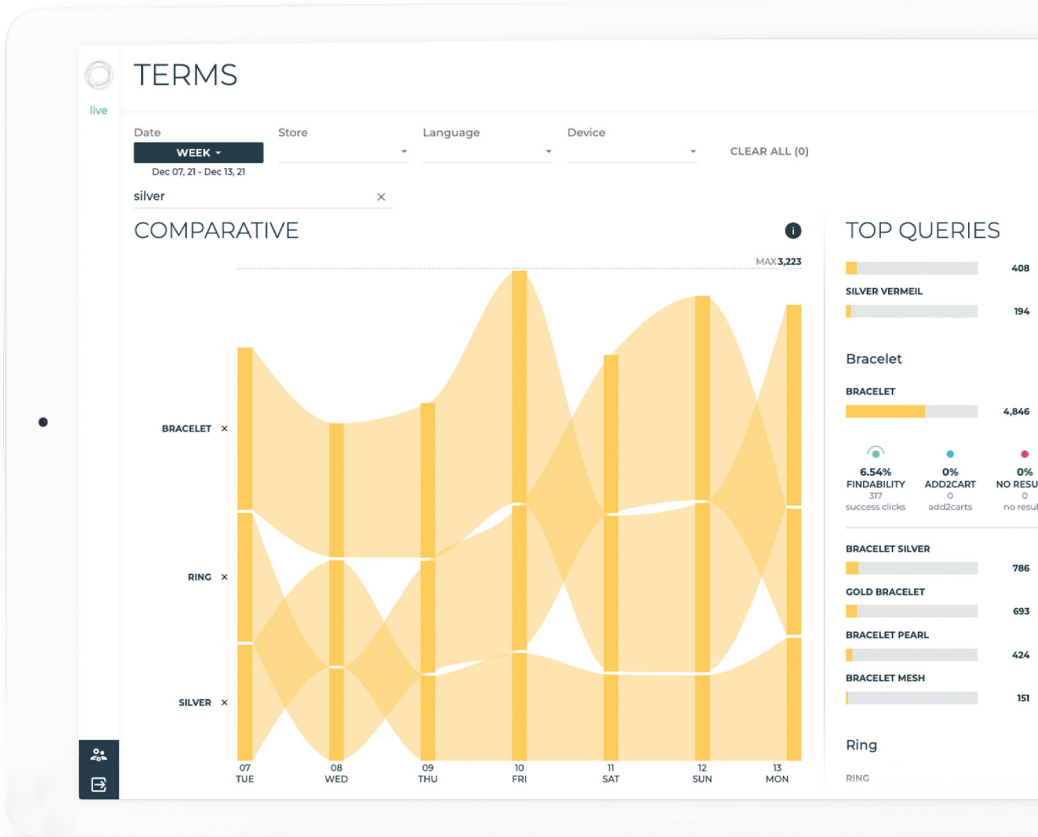
For example, the query bracelet leads immediately to Related Tags such as ankle bracelets, golden bracelets, silver bracelets, or even discovering the latest trend at TOUS: rosé gold. All within the same search category!



# Agility & Control through Headless Architecture

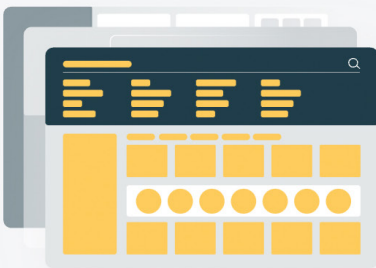
In addition to fostering a fluid conversation between brands and customers, Empathy.co provides agility and control over this search experience. In real time and without any coding, TOUS ecommerce managers and merchandisers can **adapt the Search and its suggestions to market trends, business preferences or the shopper's needs.**



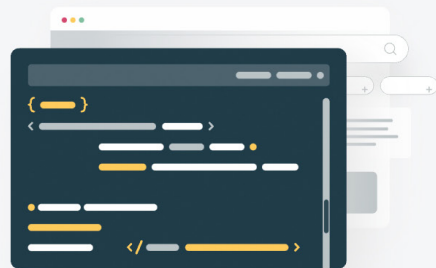


The technology behind this Search & Discovery platform is based on a **headless architecture**, separating the frontend from the backend through an **API-First approach**.

This is achieved through carefully designed microservices transmitting proximity and transparency to the end customer, but also providing greater agility in terms of updates and implementation. In this way, **TOUS chose the needed microservices** to customise their own search experience, quickly implemented with an independent architecture that optimised the process.



EXPLORE



DEVELOP

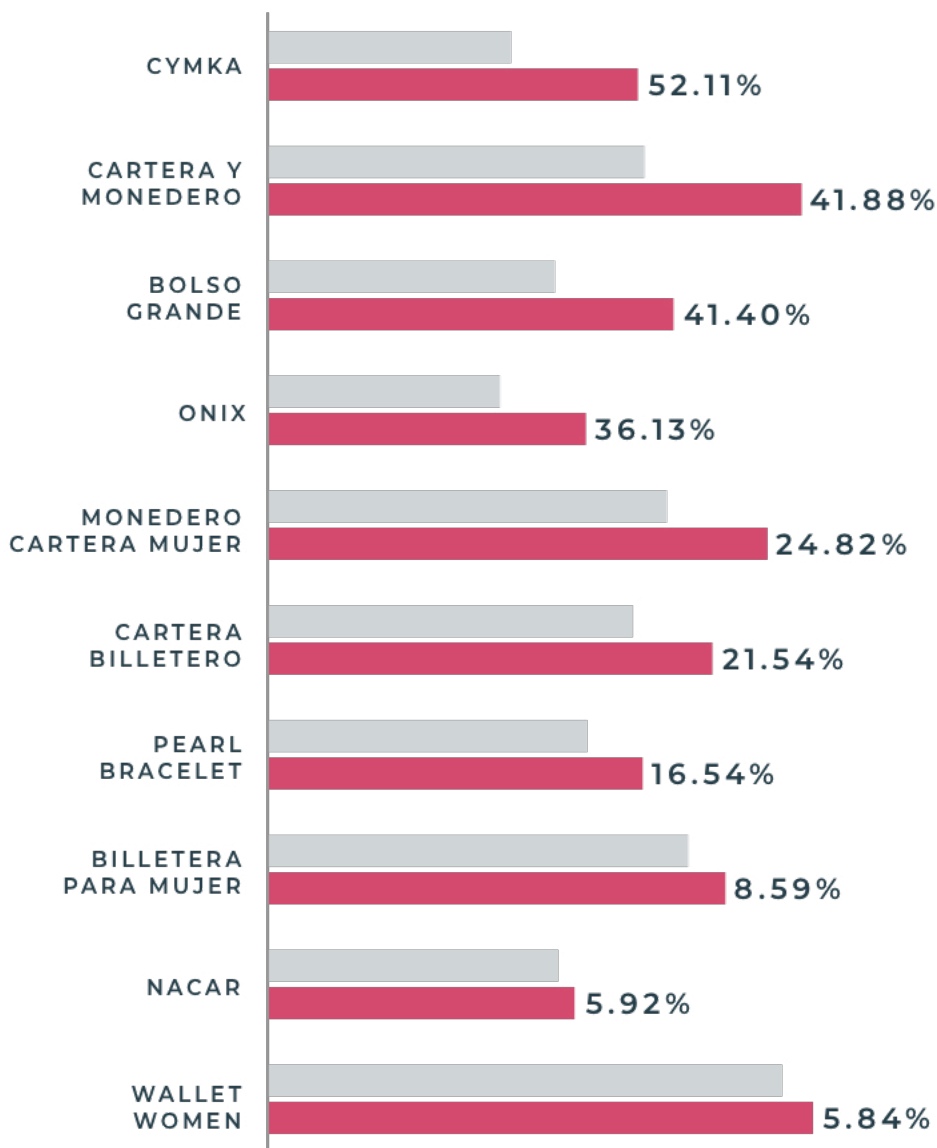


# Empathy Context: Tuning up the Results Page

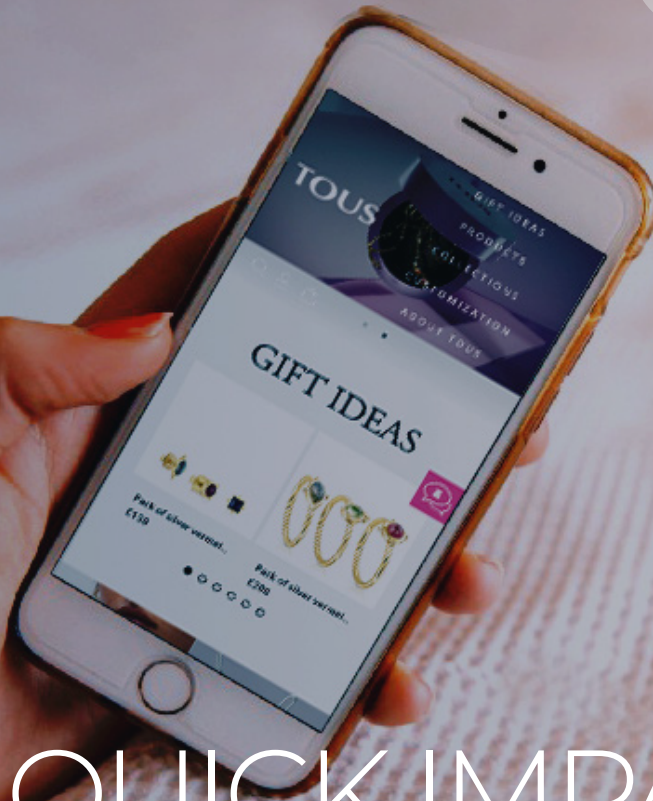
With a wide catalogue of jewellery styles and categories, TOUS must constantly adapt to emerging trends and changing consumer needs. Just as the merchandising team monitors trends to get the best out of each product, **Empathy Context** uses AI to analyse search patterns in previous queries.

Through Context, TOUS drives the perfect set of relevant results based on truly anonymised behaviour patterns. In fact, **after implementing Empathy Context, key terms demonstrated high growth in Findability** (clicks on the first page of results).

BEFORE EMPATHY CONTEXT AFTER EMPATHY CONTEXT



03  
RESULTS



QUICK IMPACT  
ON SEARCH  
ENGAGEMENT

Restyling Search & Discovery at Tous.com went live in May 2021, with a clear before and after on Search analytics.

Significant increase in queries, clicks and products added to cart:

QUERIES  
VOLUME

**+15%**

CLICKS ON  
FIRST PAGE  
AFTER SEARCH

**+26%**

PRODUCTS  
ADDED TO CART

**+217%**

CLICKS  
AFTER SEARCH

**+15%**



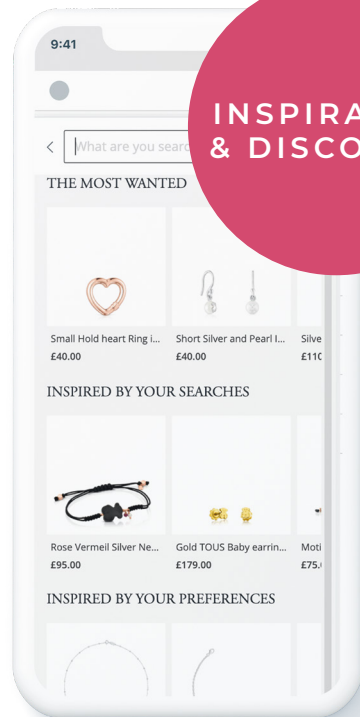
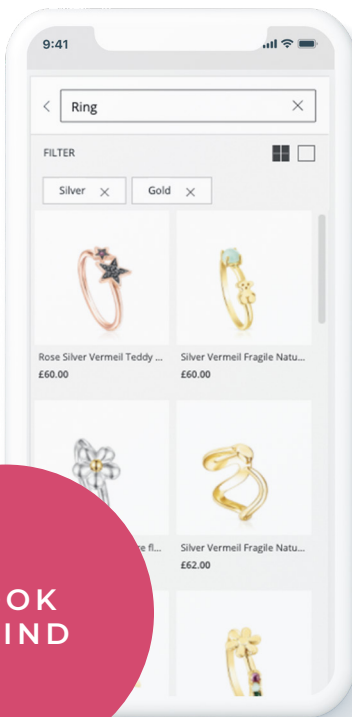


# 04

SUMMARY

GUIDE, INSPIRE  
AND PROMOTE  
DISCOVERY

Through their new online experience, TOUS guides their customers with inspirational tips, recommendations and suggestions. And most importantly, it's the **customer who decides the type of shopping journey they want**: from a straightforward look for their go-to products to an inspirational experience to discover that new, unique present. Shoppers are at the centre, making Search & Discovery their own.





empathy.co

LONDON | NEW YORK | ASTURIAS | GALICIA