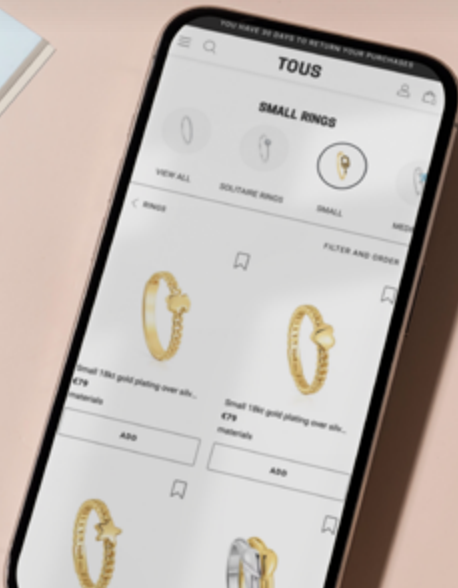


CASE STUDY

REVOLUTIONISING ECOMMERCE SEARCH WITH SEMANTICS

TOUS



empathy.co

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01

INTRODUCTION



In the rapidly evolving landscape of ecommerce, the ability to effectively connect customers with products is paramount. TOUS, a renowned jewellery and accessories retailer, partnered with Empathy.co to implement a Proof of Concept (POC) for their **advanced Hybrid Search Service**, combining semantics with traditional heuristic search.



02

OBJECTIVES
OF THE POC



The primary goals set for the POC at TOUS were ambitious:

FINDABILITY RATE:

Aim for a **15% CTR** minimum success rate for all semantic queries.

REDUCE ZERO RESULTS CASES:

Decrease instances where no results are returned by at least **40-50%**.

REDUCE MANUAL SYNONYMS:

Lessen reliance on manually created synonyms to streamline the search management process.



03

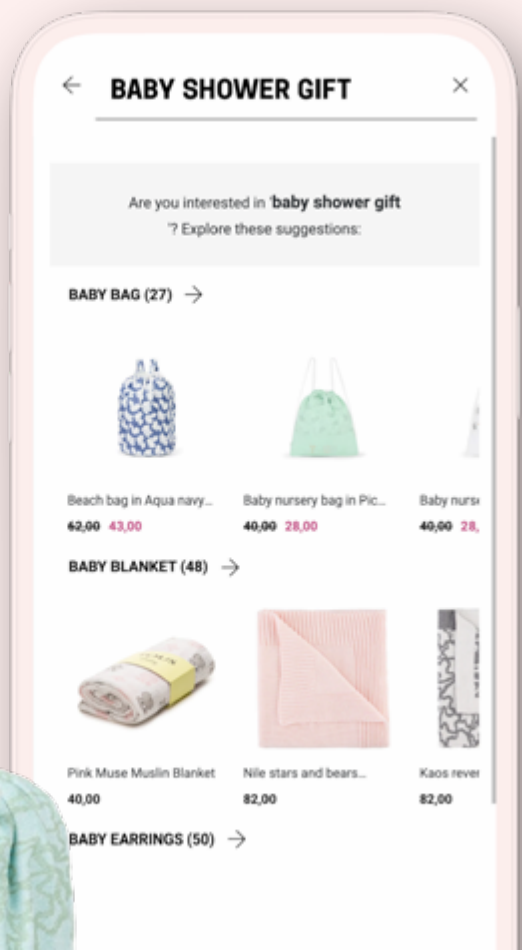
IMPLEMENTATION

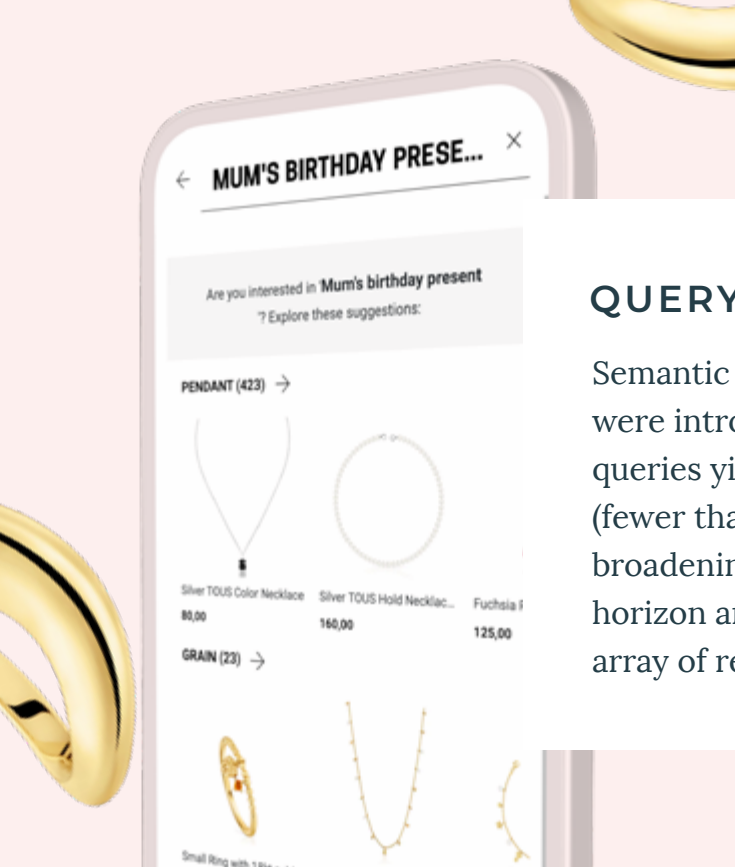


The implementation of the Semantics service at TOUS was strategically planned to address specific use cases that directly impact user experience, without affecting keyword-based search:

ZERO RESULTS:

Semantic search carousels were implemented as a fallback on pages that would typically show zero results, providing alternatives and suggestions that closely match shopper intent.





QUERY EXPANSION:

Semantic search carousels were introduced for queries yielding low results (fewer than 25), effectively broadening the search horizon and capturing a wider array of relevant products.

By leveraging Empathy.co's hybrid search technology, which combines **traditional keyword search** with advanced **vector-based search capabilities**, this integration allows for a more nuanced understanding of queries. Automatically suggesting synonyms and handling misspellings makes it straightforward to align with shopper intent, without compromising data privacy.

04

RESULTS



“The Semantic POC exceeded our expectations, dramatically reducing zero results and boosting search-originated sales. It has revolutionised our customers’ perception of search, making them more comfortable using longer queries and expecting delightful results.”

Jorge Negro Cano

Transformation & innovation - Digital Strategy Director
TOUS



The outcomes of the POC surpassed all initial expectations, marking a significant milestone in the use of semantic search technologies in ecommerce:



Reduction in Zero Results Pages:

There was an astounding **87% reduction in zero results** pages, far surpassing the initial goal and significantly enhancing the customer experience, keeping them on the site longer due to fruitful searches.



Improvement in Semantic Findability:

The findability of products increased with a **27% jump in CTR**, demonstrating that shoppers were better understood, as their searches resulted in more clicks.



Uptick in Products Viewed:

Semantic carousel clicks contributed to an **11% increase in total products viewed** that originate from search, indicating higher shopper engagement with products they are interested in, along with higher conversion rate potential.



Reduction in Manual Synonyms:

Streamlining the backend processes and **reducing the merchandiser workload allowed for more focus on strategic tasks**, such as campaigns, and less time spent on routine search relevance maintenance like synonym creation.

05

CONCLUSION



The POC at TOUS has demonstrated the profound impact of integrating advanced semantic search technologies into ecommerce platforms. By understanding and aligning with user intent, **TOUS has improved the efficiency of their search function** and enhanced their overall customer experience, whilst **alleviating the workload of their merchandising teams** manually creating synonyms. These results underscore the potential of semantic technologies to transform ecommerce search functions, making them **more intuitive, effective, and aligned with modern consumer expectations.**



Empathy.co's commitment to **advancing search technology through continuous innovation and a deep understanding of both merchant and shopper needs** is evident in the success of this POC. The successful outcomes not only highlight the effectiveness of the technology but also pave the way for its broader adoption in the industry.



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