HEALTH & BEAUTY

A set of use cases and brand examples for achieving search and discovery success

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SEARCH AND DISCOVERY AT THE CENTER OF HEALTH & BEAUTY

The beauty and personal care industry has always relied on the customer's ability to touch, smell and taste products. However, Covid-19, the rise of digital influencers, and the change in consumer shopping habits have created a boom in online beauty and health shopping. To capitalize on this growth, brands need to equip their commerce with solutions that build trust and create differentiating and captivating shopping experiences.

In the same way that we confidently buy a book without reading it or go to the cinema without knowing the topic of a film, Empathy conveys trust to consumers to search for beauty and health care products: products that, a priori, are intimately linked to face-to-face shopping. The great challenge for health and beauty brands has always been to understand their consumers and make them feel confident within their choices of lifestyle and personal care products.

Let's see how the Search and Discovery journey is crucial to achieve this challenge.
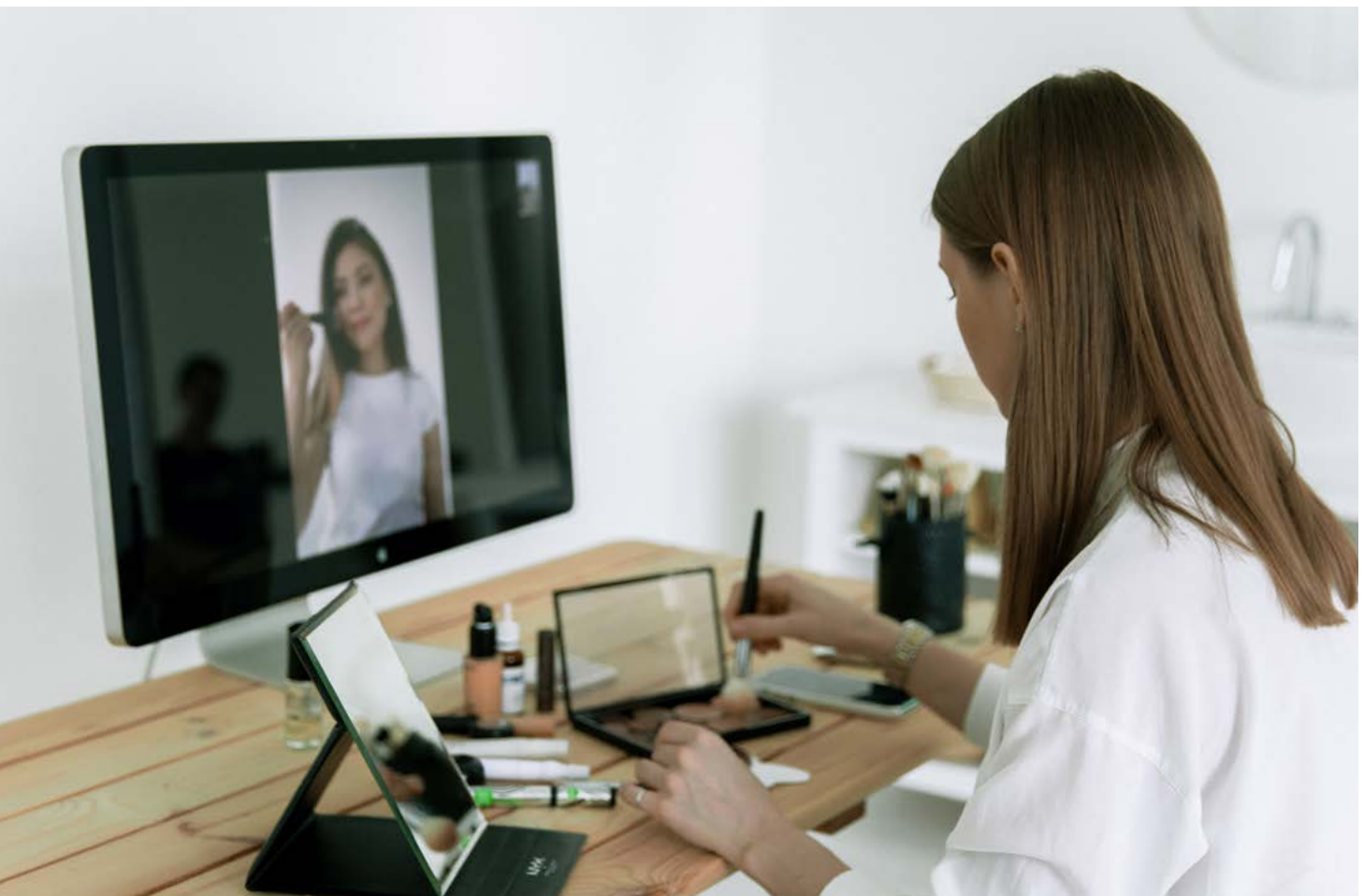
KEY CHALLENGES FOR ONLINE SHOPPING IN HEALTH & BEAUTY

Over these difficult years, the beauty and health sector has become one of Empathy's most important business areas. What are the reasons why health and beauty merchants are reflecting more and more about their Search & Discovery experiences? What are the key pain points for this industry when going online?

Large catalogues with a great variety of search intents

If you are looking for a personalized product for your skin or hair type, it is difficult to find what you are looking for at the first try. How can brands provide that search experience to their consumers? By personalizing searches for each of their users, guiding them through the catalogue and adapting the search results following certain search patterns.

Constantly changing trends

In a world marked by digital influencers, where a product becomes a trend from one moment to the next, brands have to be prepared to discover these products in real time. Consumers can now clearly and quickly see what's trending in terms of the most popular searches happening on the site in real time.

Wide range of categories and products seasonality

Beauty and personal care brands need to anticipate seasonal products more than any other business. When spring arrives, it is typical for consumers looking for a cream to be looking for sun creams. It is likely that in pandemic times, when the user types face mask in the search box, they want to find a Covid face mask, not a hair or facial mask.

Empathy solves all these scenarios through different features, such as search suggestions or next queries.

REVAMPING SEARCH & DISCOVERY THROUGH EMPATHY PLATFORM

Perfume's club
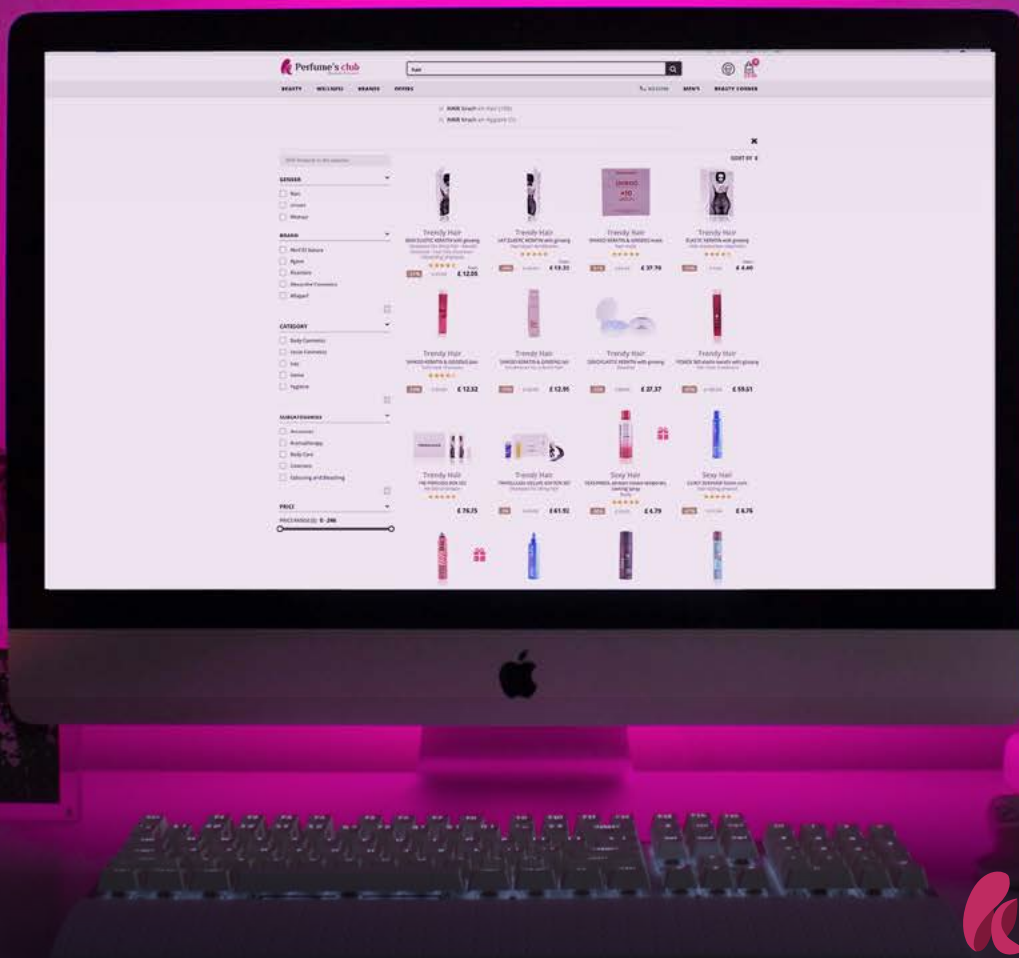
Consumers are deeply loyal to beauty and personal care brands; we trust them to improve health, body and mind. Based on this premise, it would be a mistake to think that the search box is just a place where users write queries.

The search box is a real-time thermometer of what shoppers are looking for. It is an indispensable element for establishing **a relationship of trust between brand and consumer,** a vehicle for dialogue with our audience.

Once Search & Discovery microservices through the **Empathy Platform** are up and running in a health and beauty site, the analytics show an increase in the Add to Cart of 10% and the average number of queries in the search engine grows by 35% on average.

Less typing and more clicking. When a consumer searches for a beauty product, it is usually clear what they want to find. How can we guide the consumer through the search box quickly without having to refine the query several times? Through typeless experiences.

SEARCH IMPROVEMENTS AFTER USING EMPATHY PLATFORM

ADD TO CART
+10%

QUERIES
+35%

The search box is a real-time thermometer of what shoppers are looking for' it is an indispensable element for establishing a relationship of trust between brand and consumer, a vehicle for dialogue with our audience

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Conversing Through the Suggestions Layer

TYPE-AHEAD SUGGESTIONS AND SEARCH REFINEMENTS

As a starting point, within the search box, some suggestions can be populated to assist shoppers and drive them through an experience that converse and offers instant feedback to what they are seeking. There is no need to type a long query, the search box can do it for you.

SEARCH SUGGESTIONS

Providing suggestions for words related to the initial query, you can guide your customers to easily find what they are looking for: that particular health necessity that might be difficult to explain in terms of wording. This kind of search intention is not associated with fun; the main objective is to spend as little time as possible. Let's think about parents who need nappies and let's see what happens.

RECENT SEARCHES

By providing the last five queries typed by a consumer, they can rapidly go to recurring queries and frequent purchases on that site.

NEXT QUERIES

If the consumer comes back to the search box after surfacing the results for a given query, a new set of related suggestions will be displayed. These are automatically generated from past search session activity through collaborative filtering and machine learning processes. These are queries typed just after the previous query so that the consumer is offered a new set of suggestions in case they have not yet found what they were looking for.

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Refinements and Joy on the Results Page

RELATED TAGS

Once the user performs a search query, the search results page is presented. Below the search box, a list of contextually Related Tags can be presented to help the user refine the initial search query **without the need to type further.**
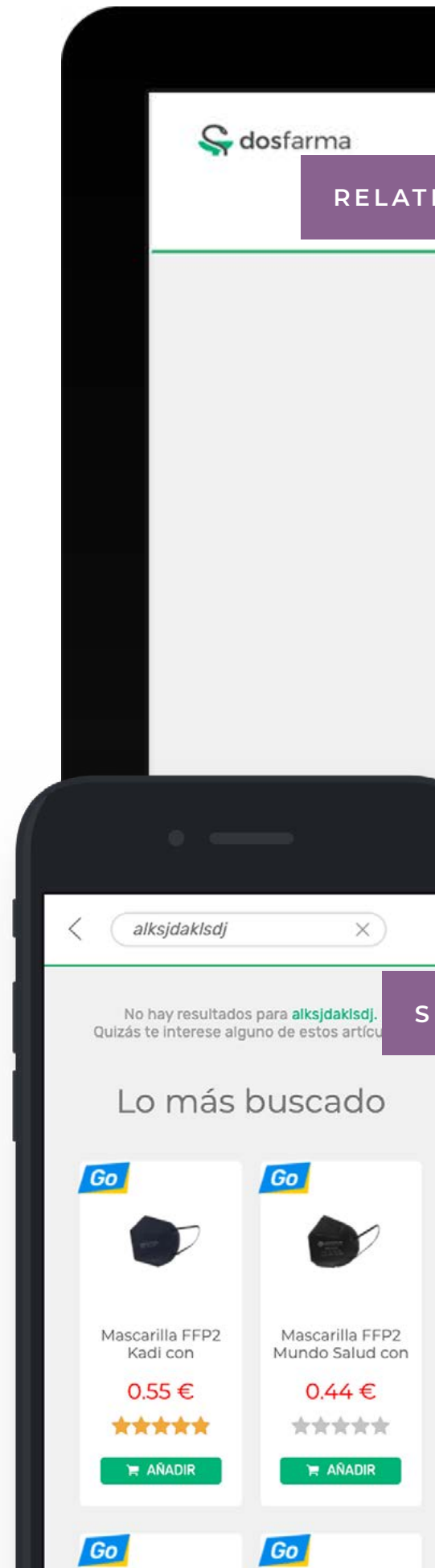
The consumer selects "gel hidroalcoholico" and a list of related queries are displayed to further signal the initial intention. 'Related Tags' help shoppers to refine their search with just **one click** on the tagged word that best aligns with the search intention.

SEARCH TRENDS

You can provide product suggestions on the results page based on the most popular or more searched products. Once again, the stored search patterns and the click on products facilitates this kind of suggestion that is constantly updated and adapted to industry trends even when the user gets a no result.

NEXT QUERIES ON RESULTS PAGE

In the same way that search patterns are stored for providing the right set of suggestions within the search box, Next Queries can be added into the results page to show the options that other people who carried out the same search considered next. Next queries provide inspiration as well as additional discovery options based upon people with similar tastes.

gel

Borrar

ED TAGS

hidroalcoholico   de baño   intimo   ducha   baño   de   baño piel atopica   limpiador   germi

Categoría

Marca

Filtrar

Envío **Go** (Saber más)

Anchura Nominal

Características del preservativo

Características

Edad

Formato

Función

Ingredientes

Packs promocionales

Protección

Sabor

SPF

Eco **Eco**

Mostrando 3365 artículos

Relevancia

Go

Prady Gel Hidroalcohólico
Aroma Mora 5L

16.75 € 25.95 €

☆☆☆☆☆

🛒 AÑADIR

Go

Llavero para Gel
Hidroalcohólico 6 Unidades

6.84 € 10.99 €

☆☆☆☆☆

🛒 AÑADIR

Go

Prady Gel Hidroalcohólico
Infantil Aromas 50ml

0.76 € 2.50 €

☆☆☆☆☆

🛒 AÑADIR

Go

Prady Gel Hidroalcohólico
Aromas con Dispensador

2.41 € 4.50 €

☆☆☆☆☆

🛒 AÑADIR

Go

Prady Gel Hidroalcohólico
Aroma Piruleta 5L

16.75 € 25.95 €

★★★★☆

🛒 AÑADIR

Go

Prady Gel Hidroalcohólico
5L

16.75 € 55.80 €

★★★★☆

🛒 AÑADIR

Go

Prady Gel hidroalcohólico
Blue 500 ml

3.65 € 14 €

☆☆☆☆☆

Quizás te interese:

Llavero para
Gel

Goibi Nature
Llavero de

La Jirafa
Sophie Set

DonnaPlus
Ginegel

EARCH TRENDS

NEXT QUERIES

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Providing Meaningful Results

The shop assistants in a beauty shop are a crucial element. They advise, explain and recommend products that are totally personalised for our skin, hair or body. A good sales assistant accompanies you around the shop, discovers new products, trends and generates trust between the customer and the brand.

The great challenge of online commerce in beauty and health products is to provide customers with exactly the same rewarding and trustworthy experience. Turning the search box into a shop assistant sounds impossible, but it is not. How can we do that?

Again, Artificial Intelligence is at your service. **Empathy Context** delivers contextual relevancy models that respect consumers' privacy through a truly anonymised experience and that achieve the **reordering of results based on the collective behaviour of all consumers.**

Using and processing the query parameter only for analytical and statistical purposes, and always avoiding the binding of data to the user, Empathy Context is a customisation system that allows you to generate behavioural patterns, so that the searches suit the shopper's tastes and preferences. Every query and click from each consumer generates a signal. These signals are collected, processed, filtered and transformed into actionable intent Insights.

These images show how **Context** influences the search results page, and how the perfect set of relevant results depends on context. One month after the Empathy Context integration for the query Kerastasse, more relevant results are shown thanks to the clicks made by consumers for that query.

**KERASTASE BEFORE**
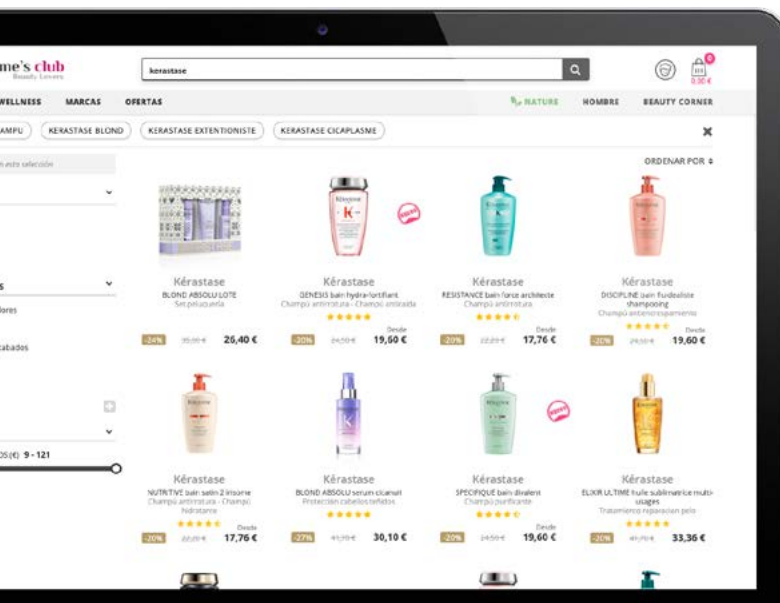
KERASTASE AFTER
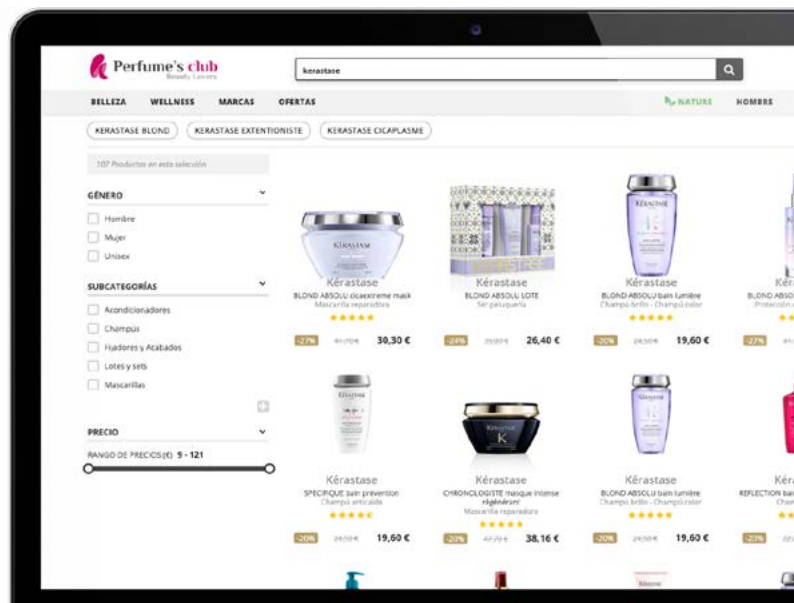
JOY , UNDERSTANDING AND TRUST FOR A LOYAL RECURRING CONSUMER

The shopping experience has changed forever. And the consumer, so used to buying beauty products in-store, has evolved into a consumer who enjoys a relaxed, calm and Covid-free shopping experience online. Few products on the market are more difficult to sell online than beauty products. It is difficult to explain through an ecommerce site what a perfume smells like or what tone a particular makeup product exhibits on your skin. Hence the importance of the search experience not only helping consumers find what they are looking for, but also understanding what they need, anticipating their needs and discovering trends.

Beauty and personal care products are all about shopping for fun, shopping for products that make us happier, healthier and more confident. These kinds of purchases are often recurrent, and consumers come to rely on the site that makes things easier for them. Only by relying on trusted solutions can we establish a trusting and long-lasting relationship with our consumers.
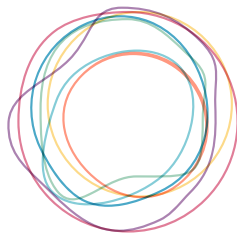
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LONDON | NEW YORK | ASTURIAS | GALICIA