EmpathyInsights

NOW
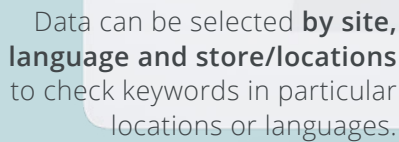## VISUALISATION

Queries typed into a search box can be an incredibly valuable asset to retailers, providing unique insight into consumer intent and yet, they're often overlooked and underutilised. The search box itself provides a special and singular connection between a retailer and a customer, it's a point of interaction and reveals users needs and aspirations, both individually and on mass.

That's why **analysing, understanding and detecting queries in real-time**, as through our Now visualisation, can be a real game-changer for eCommerce sites. It allows them to **spot trends, anticipate sales and identify gaps**, for example high demand for an item that's out of stock. As well as enabling retailers to identify opportunities it also critically ensures they take corrective action with immediate effect, maintaining a good customer experience while preventing any loss in sales.

The Now visualisation shows the top searched terms for the desired metrics such as **Queries, Clicks and No Results** in real-time.

Each circle within a cluster **represents a trending query**, click or No Result.

It offers the option to **apply filters and prioritise certain clusters,** hiding others, to show and highlight the desired metrics.

Interval
15 min
< Now

Queries
8.621

Clicks
460
5.3%

No results
2.101
24.4%

Filters

Interval
15 min   1 hour   16 hours

Language
All   German (Germany)   English (United Kingdom)
English (United States of America)   Spanish (Spain)   French (France)
Italian (Italy)   Dutch (Netherlands)   Polish (Poland)   Turkish (Turkey)
Traditional Chinese (China)

Store
All   United Kingdom   Spain   Germany   France   Italy

The time interval can be selected with options between 15 minutes, 1 hour or 16 hours.

Data can be selected **by site, language and store/locations** to check keywords in particular locations or languages.

Trending queries are determined by volume and time. The repetition of the same pattern multiple times is a very valuable piece of information to take business data-driven decisions but the factor of time is what changes the perspective when detecting trends

Provides a real-time picture of what's happening in the online store NOW.

Offers a visual **overview of how search is performing**.

Enables retailers to **proactively identify opportunities and trends while also reacting early to any issues** or new customer behaviours.

Shows patterns and relationships between different KPI's as well as disparities between languages and locations.

The actionable playboard feature allows retailers to **react in real-time** to trends by making corresponding changes to their site search, for example prioritising one product over another, as well as being able to configure metrics and priorities within the visualisation.