

EmpathyInsights

SEARCH PERFORMANCE VISUALISATION

eCommerce visitors who interact with a site's search box are proven to have the highest conversion rates, buying on average five times more, and displaying a higher commitment and intent to purchase.

Obtaining insights from this group, their inputs and activity within the search box, their interactions with the results, and subsequent actions are key when analysing site search performance. Search is the connecting tissue, a conversation and association between the Buyer's intentions and the Store's offerings so getting this relationship right is vital.

The Search Performance visualisation displays key search metrics in one easy to view display to provide retailers with valuable insights into how the site search is performing. It highlights different KPIs to see at a glance their performance while identifying any issues and required improvements within the search experience.

The visualisation provides an overview of the most important search KPI's - the number of queries, findability*, CTR, No Results and the Add to Cart rate. It's also possible to incorporate additional, customised indicators.

Simple, visual figures. Each KPI is clearly displayed to show individual performance rates by device making it easy to spot and identify any anomalies or underperforming aspects.



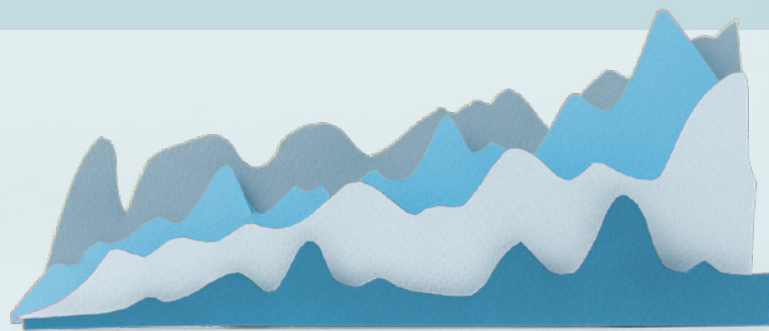
Device type. The display has been designed to make it super easy to identify any gaps or outliers in global performance by filtering the indicators by device. As well as offering a global perspective, there is the option to drill down to check each point of analysis from a single device perspective, as well as being able to compare performance between two devices.

Time Adjustability. The global figures are shown in one-week periods that can be selected from the filter's menu, alongside the filters for language and store/ location.

Comparable. The visualisation compares the figures for the selected period with the previous one shown in a shaded bar.

KPI figures can be viewed with data for a specific day.

* Findability is the metric we use to evaluate how easily a user is able to find what they're looking for



Offers a **complete overview of site search performance** by observing the five main KPIs simultaneously.

Tracks performance per device separately to **compare KPI behaviour across and alongside multiple devices.**

Shows simply **which device is performing better, identifying gaps or issues** where

improvements can be made in general and for a given period of time.

Analyses the behaviour of each KPI **for a specific time period or day.**

Compares each figure with the previous period to **automatically show the difference between two periods of time.**