

EmpathyInsights

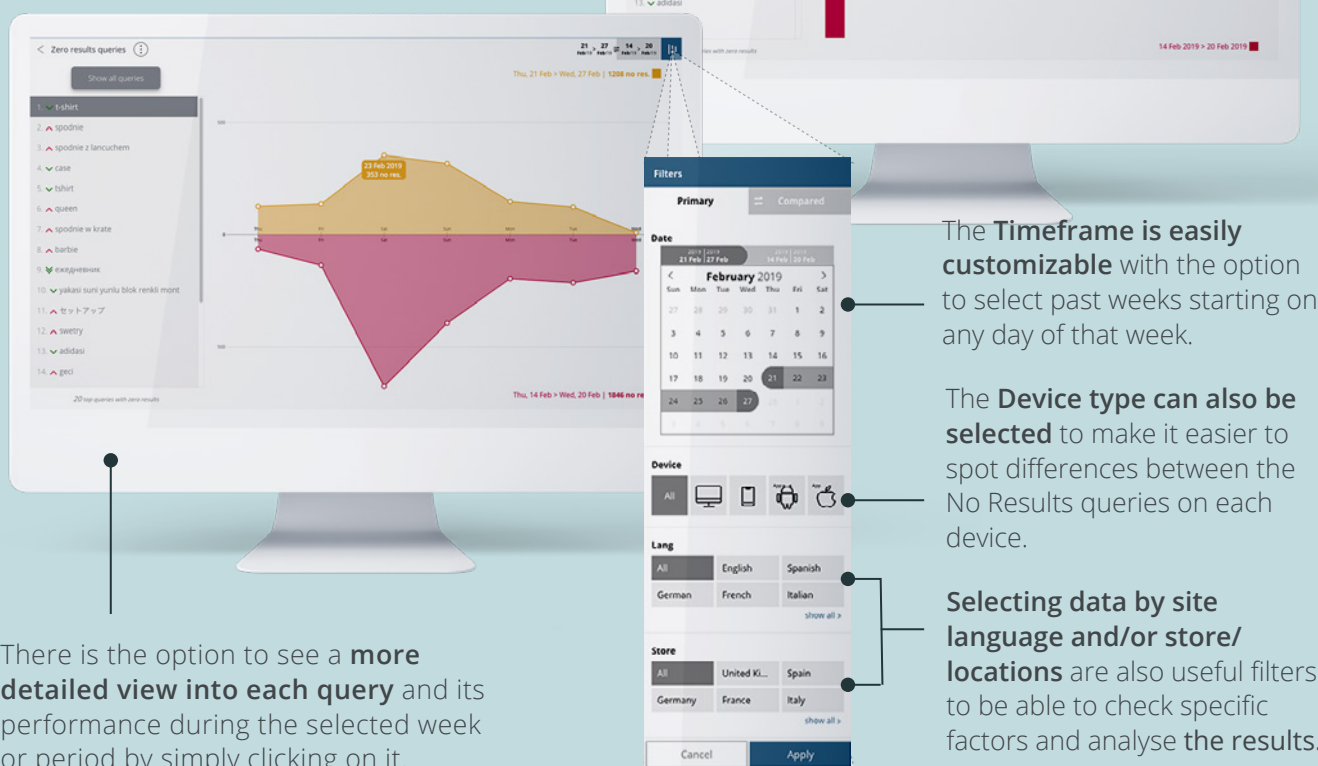
ZERO RESULTS VISUALISATION

Just the mention of Zero Results can make most retailers feel anxious. These pages not only interrupt and reduce the online experience but they can also be disruptive to sales and the store's bottom line. Studying and understanding the trends of highly demanded and unavailable products is therefore critical for merchandisers. It may seem that the most demanded and yet unavailable products from the previous week should be re-added to the catalogue but they may, say, have only seen high demand on one single day or have seen higher demand the week before. In both cases, they may not be the best re-stock options.

Being able to visualise Zero Results pages and the trends in search behaviours that produce them provides eCommerce companies with more insight and intelligence to be able to not only reduce these instances but to make more informed and strategic decisions. Whether, for example, to re-stock an item, to incorporate a new product or perhaps display a similar alternative to cover the demand.

The Zero Results visualisation allows retailers to be able to quickly check the top 20 queries that produce a No Results Page.

The visualisation offers **two different views during the selected week and compared with the previous one**. The initial view collates and lists the queries that produce No Results per highest volume.



There is the option to see a **more detailed view into each query** and its performance during the selected week or period by simply clicking on it.

The **Timeframe** is easily **customizable** with the option to select past weeks starting on any day of that week.

The **Device type** can also be **selected** to make it easier to spot differences between the No Results queries on each device.

Selecting data by **site language and/or store/locations** are also useful filters to be able to check specific factors and analyse the results.



Identifies the **20 top queries with No Results**, quickly and clearly, in order to take corrective action if required.

Allows the **comparison of No Results rates between two periods of time** to be able to analyse trends and make informed decisions as to if a product needs to be re-stocked or not.

Offers a **detailed, daily analysis for each specific query** leading to a No Results page by being able to select the day of the week and therefore also see the product evolution.

Offers a **view of the behaviour and trend of a particular term** that produces a No Results page during a specific period of time.