



EVOLUTION OF ECOMMERCE SEARCH AND DISCOVERY



THE CURRENT STATE OF RETAIL SEARCH

Search is a key functionality for many retailers, however, it's a victim of age. Its legacy, text-based functionality lacks any real enhancement, progressive capabilities or focus that drives ongoing investment.

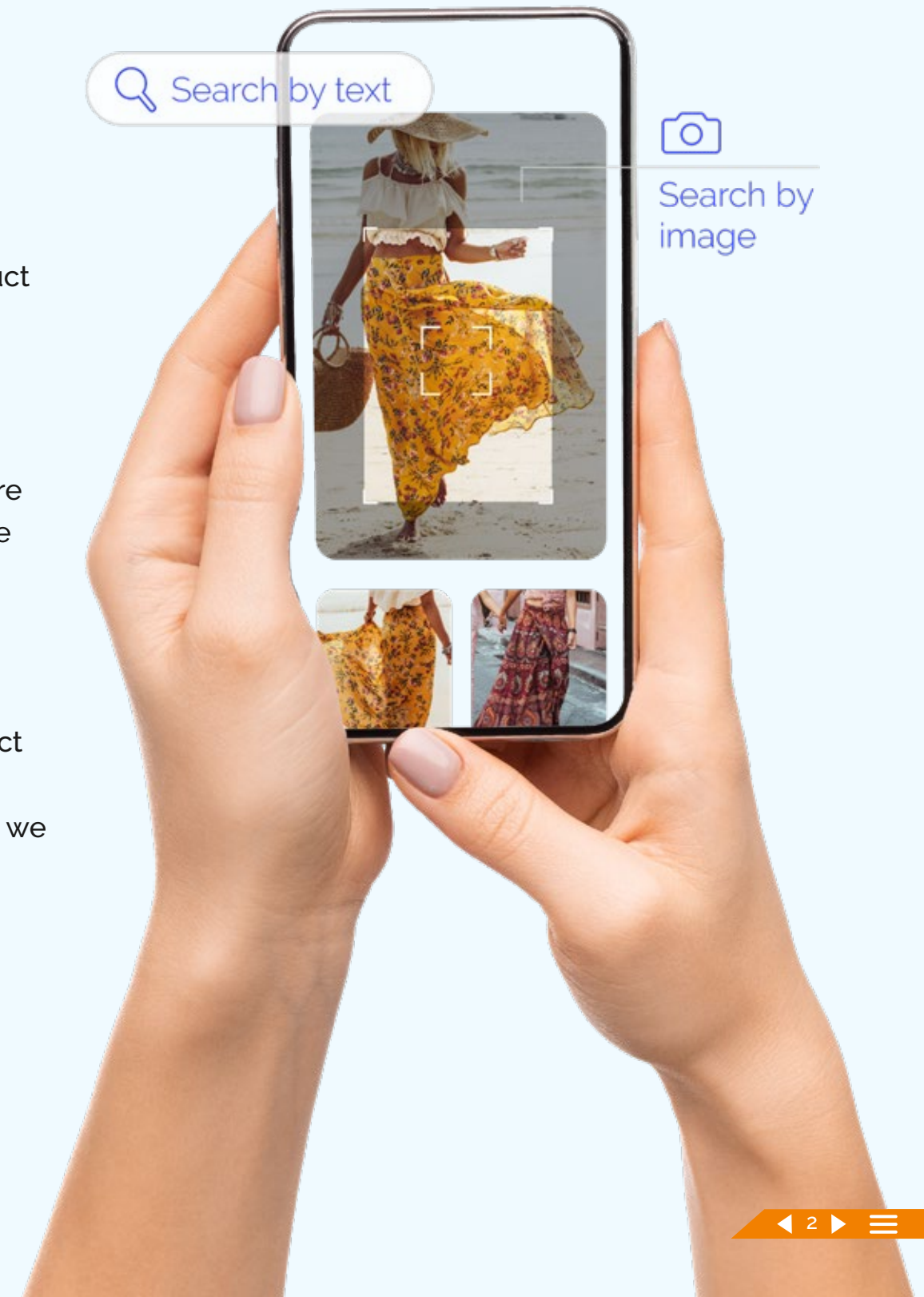
37%

With over 37% of shoppers saying they are not likely to return after abandoning a retail site because of poor search results, something need to change.



Search has a foundation built on old technology. It uses simple keyword recognition, which depends on a product data-set being rich. Synonyms, auto-complete, speed and performance are all touted as differentiating features by many search vendors, but really, none of them fundamentally improve the core objective of helping consumers find the right product quickly.

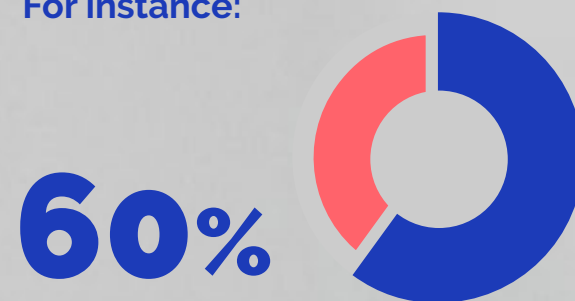
Retailers are starting to recognize the importance of advanced search technology, and that they cannot neglect it, if they wish to get ahead. With that, they're also wondering what's next, and we believe the answer is: Multi-Search.



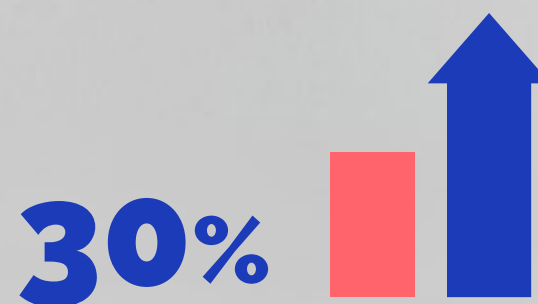
INCREASING ADOPTION OF TEXT SEARCH ALTERNATIVES: VISUAL AND VOICE

More and more, consumers are adopting search alternatives on their own terms, which paints a clear picture for retailers about what these shoppers truly want.

For instance:



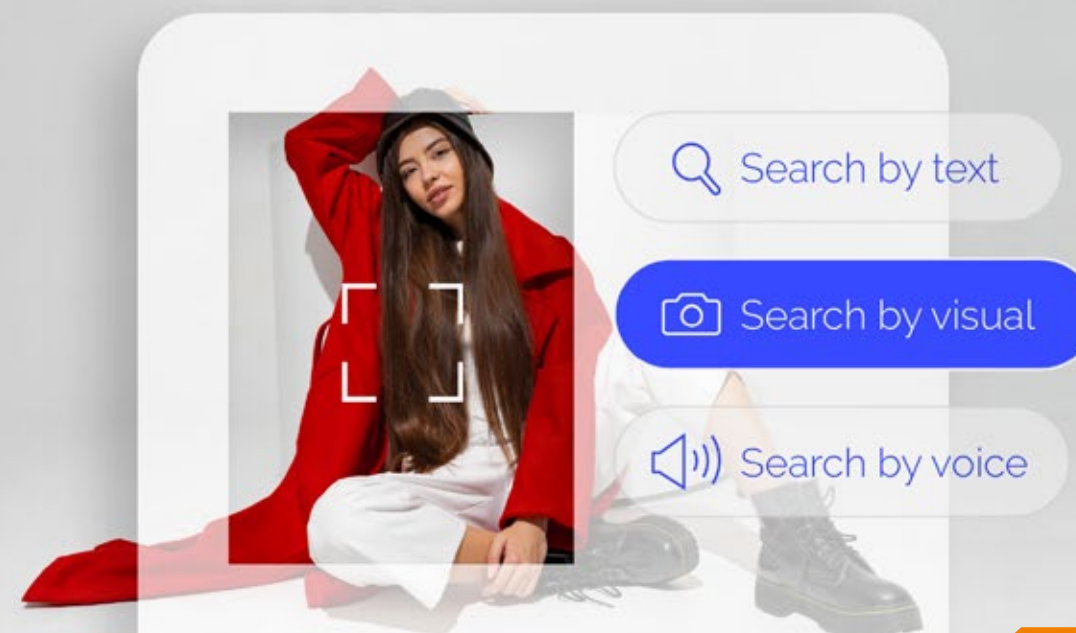
60% of people who own a virtual assistant used it to make a purchase through voice command, and voice commerce sales alone reached \$1.8 billion last year.²



Consumers favor voice and visual search, and by adding these capabilities to their existing search experience, brands can increase digital commerce revenue by 30%.³

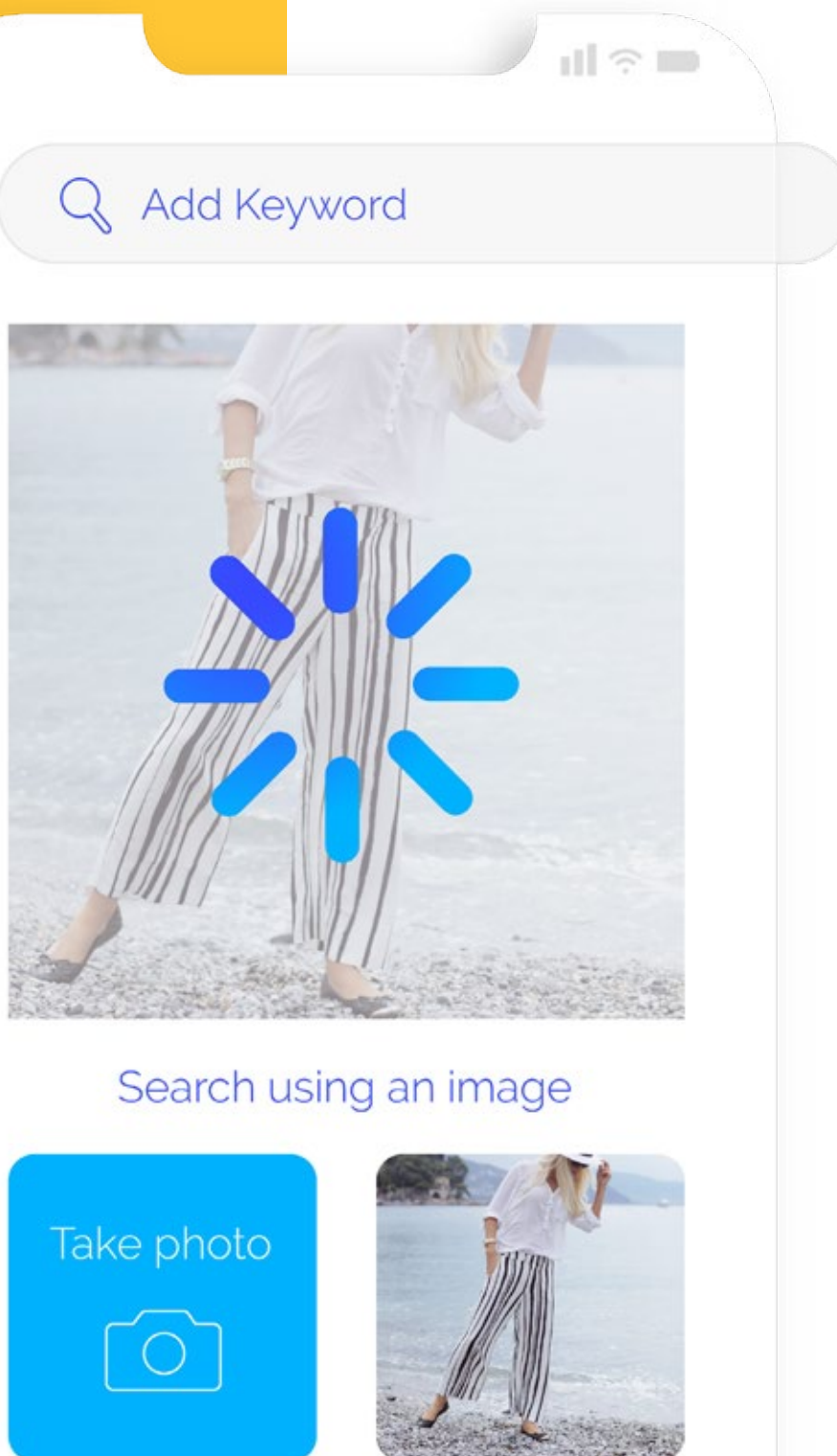
Unfortunately, the availability of these features in western markets is less prevalent than in other markets, who are ahead in their adoption and implementation of image and voice search to increase shopper engagement.

In India, 4 of the top 5 merchants use ViSense Visual Search to great effect to drive stronger engagement and higher conversions. In that market, we've seen Visual Search reach upwards of 10% adoption and become an essential revenue source for retailers.



AUGMENTING STANDARD SEARCH METHODS WITH MULTI-SEARCH

The importance of search cannot be understated. In fact, 90% of global consumers say that a well-functioning search box on a website is “very important” or “absolutely essential” to the ecommerce experience.⁴



But the search box alone does not satisfy the needs of the evolving consumer mindset. Take fashion shoppers, for example. They want to get their hands on the latest trendy items. But with a text-based search option alone, it can be hard to find a specific product, or a variant of a specific product, on many ecommerce sites.

Multi-Search gives shoppers the option of combining text with other ways of searching, such as images, voice and videos. Implementing these capabilities can help consumers quickly capture their inspiration, for cases where images or words alone will not find them exactly what they're looking for.

THE BENEFITS OF MULTI-SEARCH

“We should be able to search the way we think.”

But in order to do that, we need to reinvent search. That means going beyond keywords and using vector algorithms to support and deliver semantic understanding; enabling search across lots of different inputs, including:

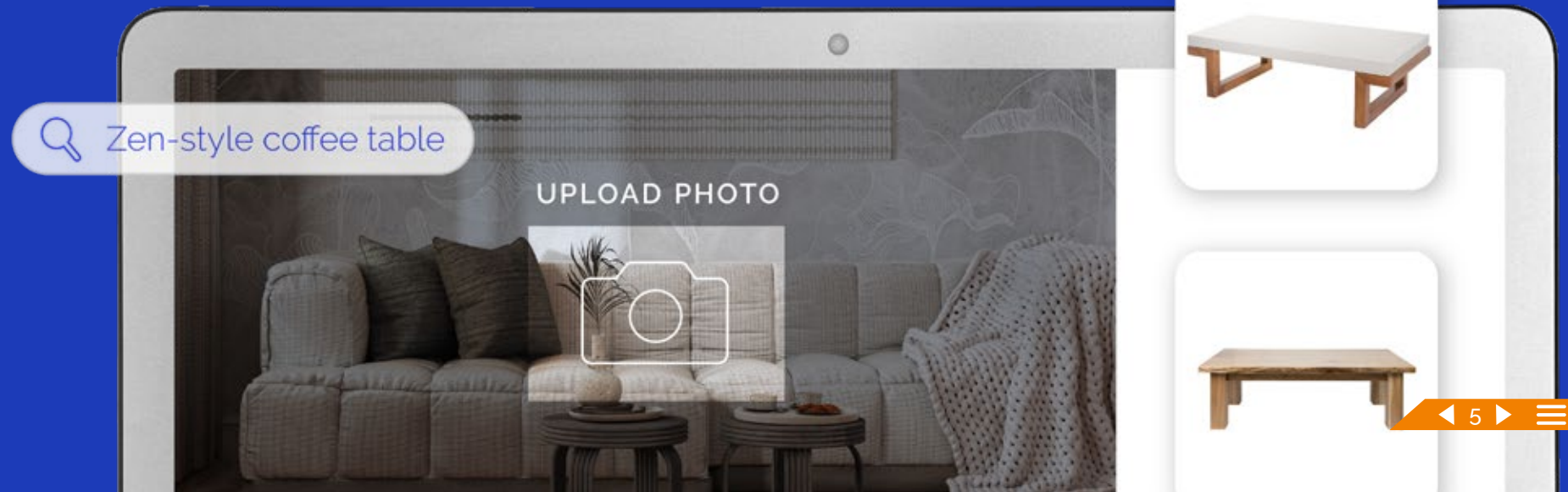


In doing this, many benefits can be imparted unto shoppers and retailers alike — playing to the needs that consumers are already exhibiting.

For instance, if you're looking for a coffee table for your Zen-style living room, you can upload an image of the room and type "Zen-style coffee table" into the search tool. Then, let the AI behind Multi-Search generate the most relevant and precise results.

Here are some other benefits:

- ▶ Building a bridge from inspiration to purchase, effectively shortening the path
- ▶ Allowing shoppers to find items that they already have in mind with greater accuracy and efficiency
- ▶ Innovating search for end users with conversion in mind
- ▶ Being able to search with lots of detail
- ▶ Mimicking the experience that shoppers would have in-store
- ▶ Breaking down language barriers that are otherwise prevalent with solely text-based search



THE FUTURE OF MULTI-SEARCH

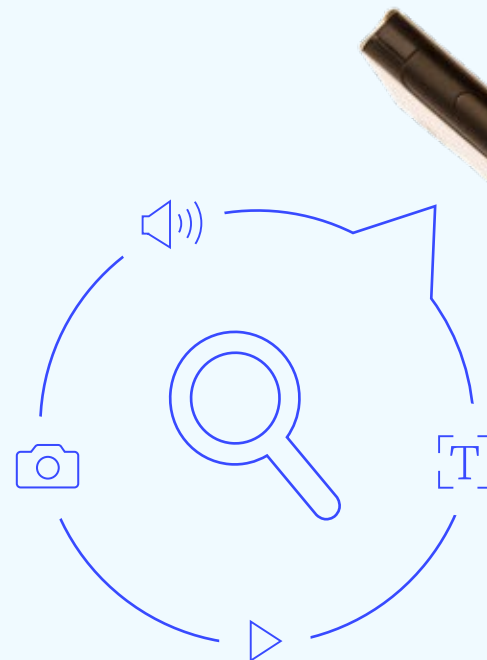
The global visual search market is estimated to surpass \$14.73 million by 2023,⁵ and **55% of consumers say visual search functionality is instrumental in developing their style and taste.**⁶



When various search tools are combined together, there's ample opportunity for exponential growth and value.

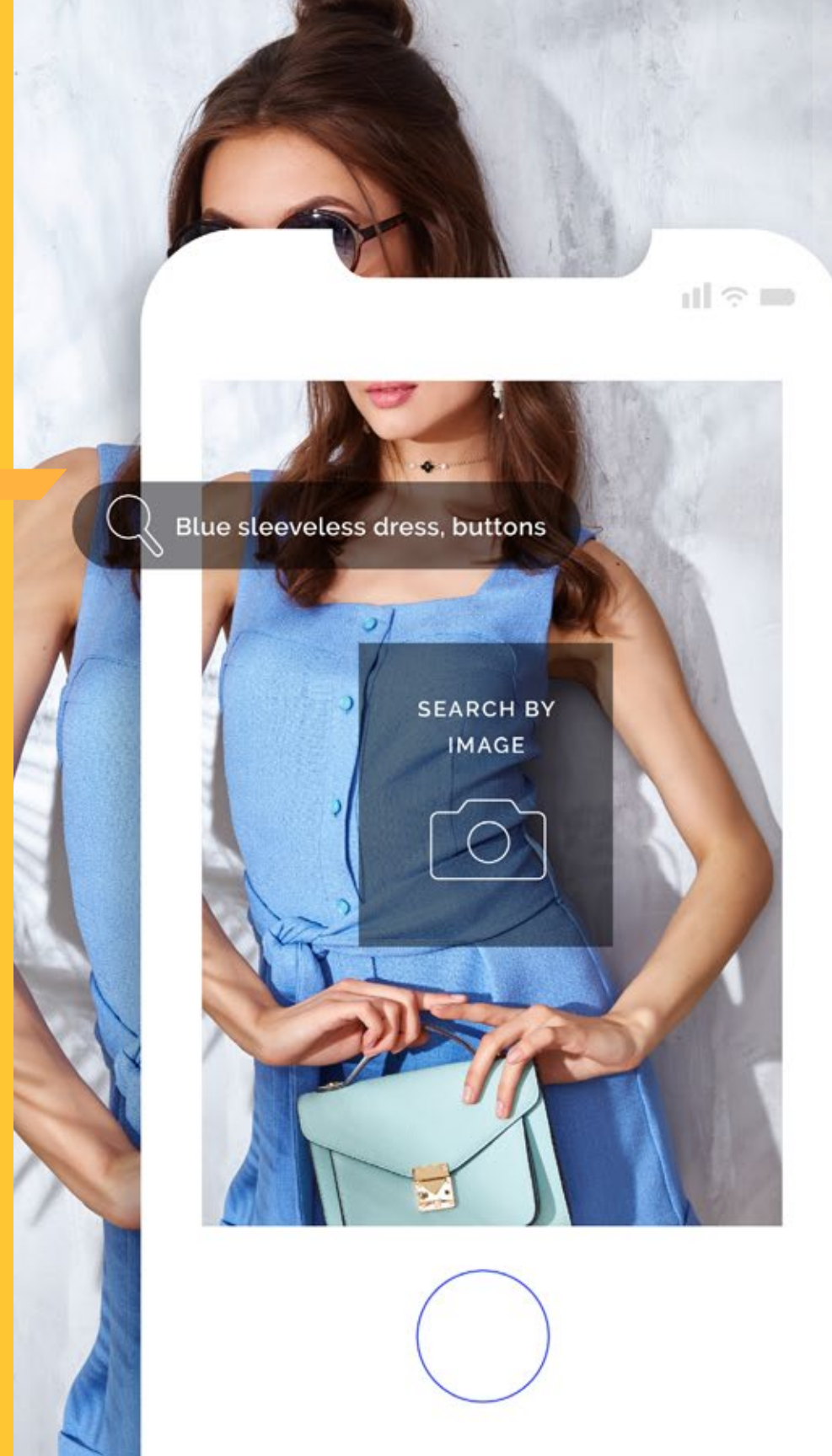
In fact, it's already starting to happen, we are witnessing the evolution of search from something that's strictly keyword-based into a comprehensive tool that's powered by the latest AI technology.

To the benefit of the consumer and the retailer, concentrating the powers of Multi-Search will ultimately help shoppers find exactly what they're looking for faster, thus, improving conversions and increasing ROI for retailers.



HOW AI CAN MAKE MULTI-SEARCH BETTER, AND WHY RETAILERS NEED TO ACT NOW

The retail scene as we know it has changed; it's more 'phygital', omnichannel, personalized, mobile and definitely more social. Retailers are faced with an even more fragmented customer journey, where a purchase can happen at any moment. Multi-Search can help merchants make themselves present at just the right time.



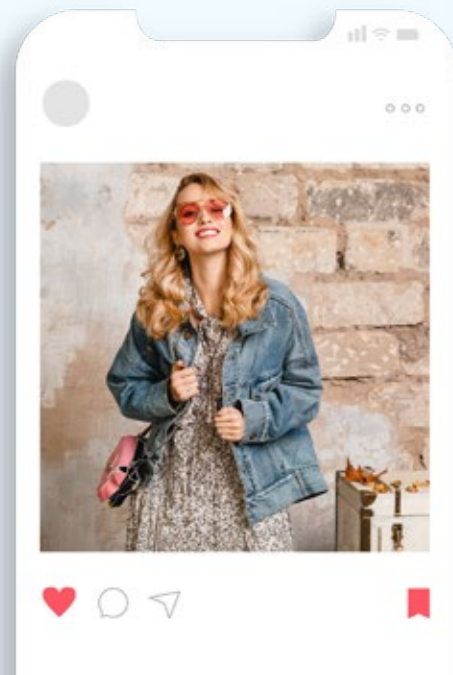
Google is showing what a Multi-Search approach can achieve.

With the rollout of this tech, retailers risk falling behind in a big way if they choose to hold off any longer.

Implementing the ability to search semantically and across different formats with the help of AI will be an integral step moving forward. Semantic search, that is, the ability for a search query to be understood by AI in a way that a human would, can further augment Multi-Search in a way that many thought would be impossible.

CONCLUSION + KEY TAKEAWAYS

- ▶ Text-based search has become antiquated and needs to be augmented with visual, voice and video cross-functionality to better meet evolving consumer needs.
- ▶ Many retailers are still using traditional keyword search and this is reaching its effective limits.
- ▶ Consumers want to be able to “shop the way they think” and Multi-Search and semantic search can help them do that.
- ▶ AI-powered search solutions can help get us closer to a perfect search experience, especially for fashion.
- ▶ Disruptive and distinctive, Gen Z is the next group of upcoming consumers. They are calling for innovations in the shopping and social ecommerce experiences.



Tags

countryside wedding

dating dress

casual dress

🔍 Add Keyword

📷 Take Photo

Shop the Look



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ABOUT VISENZE

ViSenze is the world's smartest product discovery platform. Retailers like Rakuten, Zalora, Meesho, DFS, EyeBuyDirect trust ViSenze to power their product discovery.

ViSenze processes over a billion search and discovery queries a month for retailers, enhancing their e-commerce engagement and driving revenue uplift, through AI powered recommendations, product tagging, visual product search and merchandising analytics.

To learn why the world's leading brands trust ViSenze, visit www.visenze.com

