



# Set Sales Soaring With Powerful On-Site Search: What's Stopping You?



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# Executive Summary

As a retailer, you may have some preconceived ideas about on-site search. In this guide, we'll explore the common concerns we've uncovered, globally – helping you discover the power and profitability of Klevu.

You'll learn about concrete conversion boosts, commercial advantage, valuable new customer insights and much more.

So if you've been wanting to get on-site search working harder for your brand but have a few reservations about the process or the results you can expect to see, read on.

# Introduction





It's never been more important for your online store to feel truly intuitive, giving a superlative customer experience across the board. And when it comes to leveling up, on-site search is a safe investment.

From removing the need for time-consuming manual merchandising to enhancing UX and boosting conversions, on-site search is a powerhouse addition to any online store, with proven ROI.

# Chapter 1:

## Concrete ROI Required? Get Total Conversion- Boosting Confidence





**Common concern:** *"We don't have the upfront budget and I'm worried we won't see an increase in sales..."*

E-commerce budgets are stringently allocated and there's no room for error when it comes to injecting funds into the right areas of your business. Fortunately, when it comes to on-site search, there's proven payback.

We invite you to do a quick experiment. Look at your own site's conversion rates for search-led vs non-search-led journeys. There's a

strong probability you'll see search-led traffic converting at a significantly higher rate. This is a common pattern, and one of the best reasons to feel secure in backing on-site search to your stakeholders.

Shoppers who interact with on-site search are typically [216% more likely to convert](#) than those who don't, because they are high intent buyers. They're primed and ready to add to basket – if they can find the item they're searching for quickly and efficiently... This is where AI powered on-site search pays for itself, maximizing the

return of a self-selecting and highly profitable segment.

[Oco Glasses](#) are a great example here. By leveraging better looking and smarter on-site search, the company saw sessions with search rocketing by 2039%. With a more intuitive, helpful search experience, site exits dropped by a significant 78%. And the crowning glory? Conversion up by 20%, and revenue leaping 11%.

With Klevu you can double down on this effect and [simultaneously optimize your site to encourage the use of search](#) in more user journeys.

Klevu's range of UI-focused features include auto-completing search queries and use of quick search overlay, providing an instant visual array of product images and details when a search term is entered.

Other tactics can be deployed at the discretion of your own design team — a prominent search bar position for example, and the inclusion of persuasive placeholder text within the bar to encourage its use. All will drive greater use of search and boost conversion across your customer base.

On-site search doesn't just boost conversion on a session by session basis — it has a positive impact on the long-term profitability of your customers too. Better search experiences that end in the discovery of perfect products means delighted customers. This increases their loyalty to you as a retailer and sets them up to return for future purchases. And with Klevu's capacity for powerful [personalization](#), this loyalty is rewarded as their search experience becomes ever more accurate and tailored over time.

***Problem Solved:*** *If you're concerned about seeing a return on your investment, rest assured that on-site search will have a tangible impact on your bottom line. Our customers typically start to see positive results before their free trial is nearing an end. And with no credit card required to get up and running, this is an experiment that's entirely risk-free to run. [Book a demonstration](#) to see how on-site search could be working harder for you, raising conversion rates and revenue across your store today.*

# Chapter 2:

## Looking To Gain Commercial Advantage? Get Insight Into What Your Customers Really Want...





***Common concern: “I’m using my platform’s native functionality or a competitor already. Why is Klevu so great?”***

Everyone knows that it’s easy to get comfortable with current practices — but in a fast-paced, competitive environment, it’s crucial to keep an eye on how tech is advancing and innovating. An “if it ain’t broke, don’t fix it” attitude doesn’t cut it on the modern playing field. Online stores need

to go beyond basic functionality, to be firing on all cylinders.

This needn’t mean replatforming or extreme overhauls. Instead, look for consistent, incremental improvements across every aspect of your sites. The most successful e-commerce retailers ensure that constant small wins build up to something greater than the sum of their parts.

With that in mind, if you're currently relying on the native functionality of your platform to drive your on-site search experience — good! We're excited to completely blow your mind about what's actually possible ...

While the larger platforms are starting to acknowledge the power of on-site search with their own inbuilt features, these are still very much in their infancy when held up against the sophistication of a solution like Klevu.

If you're currently using another on-site search provider, chances are you could be getting a lot more back for a lot less effort. Many require customers to piece together their own solutions from a range of standalone products. This can prove excessively time consuming, and a drain on overstretched developer resources.

By contrast, Klevu provides a sleek, plug and play solution that puts powerful AI to work right away, offering a host of automated features that save your team time and drive better sales. There's no need to manually merchandise, and you're served up a consistent UI that works seamlessly across

all devices. It does justice to the presentation of your store, looking great right out the box.

Another of Klevu's biggest benefits compared to other on-site search solutions (and especially when held up against platforms' native functionality) is the amazing insight that can be provided from your search data. When managing an e-commerce store, we're constantly learning, and data is the best way to inform and underpin smart decisions and strategy.

On-site search can prove a goldmine of additional insight into your customers' behavior, wants, wishes and assumptions, [especially when combined with the power of Google Analytics.](#) Klevu's analytics are served up in a concise but astute daily report, giving you a clear view of the path from search to purchase, ready to be leveraged to best commercial advantage.

The data that Klevu provides can be used to further boost conversion rates and create highly effective [marketing and SEO campaigns.](#) Klevu customers can learn from keywords that return zero results and put measures in place to ensure

that these promising, search-led journeys don't end in disappointed customers leaving empty-handed. Where products are stocked under another name, synonyms can be applied and the likelihood of a sale increased. In the case of a request for a specific but unstocked brand, a similar competitor can be suggested, through the use of [custom banners](#) (again, created quickly and instantly using Klevu).

As a result of the daily data that Klevu sheds light upon, our customers gain insight into what shoppers expect them to sell. This creates the opportunity to explore new channels of revenue. Some Klevu customers have acted on this implied demand to create new lines of stock, which have since become bestsellers!

Klevu also gives the opportunity to turn an unsuccessful search query into an experience that makes customers feel listened to and respected. [Ingredientsonline.com](https://www.ingredientsonline.com), for example, will give shoppers the opportunity to directly suggest a new ingredient to be listed on the store, if zero results are returned from their search.

Similarly, [Surefit](#) has flipped a negative “no results” experience into a positive call to action, giving contact info for a direct reach out and encouraging the customer to get in touch to discuss their needs in person.

***Problem solved: Klevu is a standout option for those seeking a solution that's quick to get up and running, and highly functional right out of the box. In addition to bringing great ROI through increased conversion, its detailed reporting gives teams the chance to learn from their search data and further refine their offering. Klevu can be trusted to get results without adding undue pressure to your team, and as specialists with a single focus on on-site search, you know you're getting access to the very best functionality available.***

# Chapter 3:

## Doubt The Power of On-Site Search? It's Ever Increasing...





***Common concern: “This all sounds great. We’ll get round to it ... Some day. It isn’t a top priority right now.”***

The modern e-commerce market is awash with powerful platforms and smart tech. Online stores are in a continuous state of improvement when it comes to UX. But as standards rise, so do expectations — the modern online consumer has become accustomed to a certain level of service and experience. Retailers can’t rest on their laurels.

This is why sophisticated on-site search shouldn’t be viewed as a “nice but optional addition”.

Adding this kind of polish to your store’s UX isn’t a luxury but a necessity, if you value your customers’ satisfaction.

Personalization plays a huge role here, and is one area in which expectations are rising fast. A lack of contextual relevance when it comes to search results is especially frustrating. As more retailers put measures in place to give their customers a personalized shopping experience, a search-led journey that doesn’t meet these expectations feels exasperating.

It’s vital that your customers feel recognized and appreciated each and every time they visit your

store and show intent to purchase. Klevu can help you to create this made-to-measure experience, pulling from insight into buying habits, on a user by user basis.

Another e-commerce trend that's here to stay is the rise of voice search. Again, this isn't technology to get up to speed with "some day". Modern shoppers are becoming accustomed to these kinds of practical capabilities faster than some retailers are meeting their needs. NLP ([natural language processing](#)) is a crucial component in bringing your site's experience up to muster here. Klevu leverages this technology alongside exceptional error tolerance to ensure your store has the capacity to handle complex search terms, however they're inputted.

When examining the changing demands of today's online shoppers, it's impossible to ignore the huge increase in mobile e-commerce, especially over [holiday shopping periods such as BFCM](#). With the rise of omnichannel, your customers are highly likely to browse your store on a variety of devices before making a purchase. While most conversions are likely to come from a [distraction-free desktop session](#), shoppers will be exploring their options and researching your products on mobile devices. It's crucial that your on-site search delivers.

Klevu handles mobile sessions seamlessly, with a responsive, dynamic mobile-first approach. Enjoy total peace of mind that your customers are getting a superlative search experience across all devices.

With on-site search now an essential part of the very best e-commerce experiences, each day you fail to leverage its power stops your store from reaching its fullest potential. As the following chapter will demonstrate, getting started with Klevu is quick and intuitive: when you see the results that a solution like ours can bring, you'll wonder why you ever delayed.

***Problem solved: When it comes to implementing on-site search, Benjamin Franklin said it best: "Don't put off until tomorrow what you can do today." All online retailers need to stay aware of shifts in consumer preferences and behavior – on-site search helps meet changing expectations on a number of different levels. If it isn't yet a top priority for your team, it should be. Future proof your site and start benefiting from this vital technology today.***

# Chapter 4:

## Not Enough Hours in the Day? Here's the Timesaver You've Been Searching For...





***Common concern: "I like the idea of on-site search, but I don't have the time to manage it in-house..."***

Time is money, and it can feel like there's never enough of either when it comes to rolling out improvements to your store. Running an e-commerce enterprise can require a lot of manual input. Anything that can lessen this load (in a proven, intelligent way) should be welcomed with open arms.

When it comes to on-site search, most retailers look for a provider that delivers efficiency on two levels: a quick and easy installation process and a quick and easy installation process that is also automated. As a truly trustworthy plug and play option, Klevu saves you time on both counts.

In the majority of cases, you can be up and running in less than an hour. For our main platform integrations, installation can be as simple as adding an app from your store's main

admin panel. You can learn more about the various options available for speedy set up [here](#).

Crucially, Klevu ensures you dodge a developer-dependent, resource-heavy time vortex. It gives you the ability to sidestep the demanding team project and get started with search straight away.

Imagine the bandwidth you'd free up if manual merchandising was removed from your to do list. Merchandising is one area where Klevu leverages machine learning to great effect to save you time. Klevu can fully automate the process, freeing you up to work on other elements of your store management, safe in the knowledge that your [product discovery](#) is fully optimized.

Klevu even creates this intelligent impact on merchandising right down to variant level. When a customer inputs a search query on the [Surefit](#) store, the bestselling color variant is prioritized in search results, even if it's not the default product image.

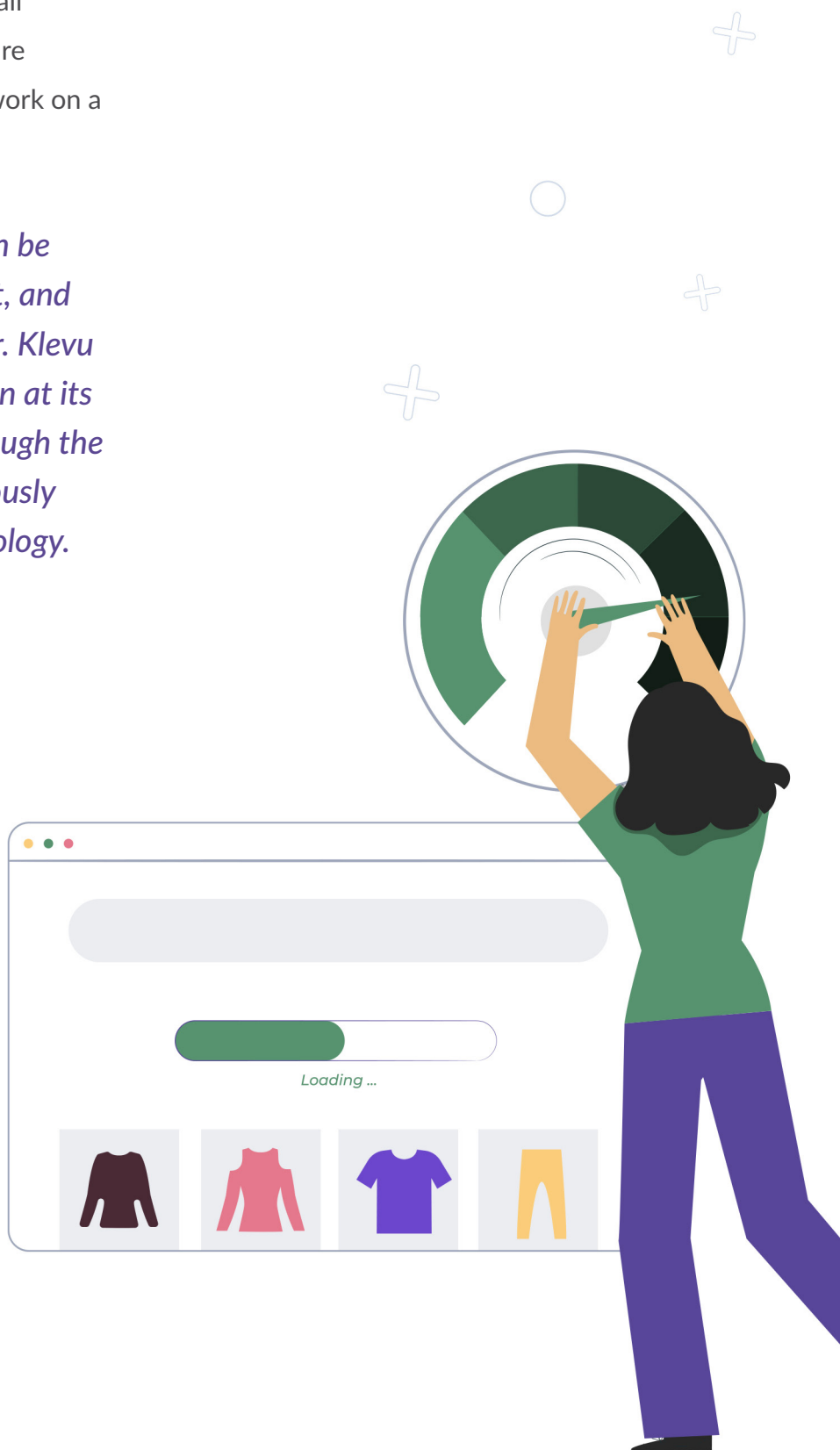
Another smart automation that can save you a huge amount of work on your category pages is [Klevu's Smart Category Navigation](#). Our intelligent algorithms optimize product ranking and ensure that the most appropriate items are always in prime position.

By applying machine learning and automating your merchandising practice, very little extra input is needed. But if you want to have more manual control (for example, to increase the profile of the products that you know to have the best profit margins) then you can easily apply efficiency-boosting rule-based overrides from your Klevu Merchant Center.

Jewelers [Fraser Hart](#) make good use of this capability. They were especially keen to give new products increased exposure within search results. A Klevu customization on the backend meant that "date added" could be factored into their specific merchandising rules.

The time saving benefits are endless as all products meeting your specific criteria are prioritized automatically – no need to work on a product-by-product basis.

***Problem solved: On-site search can be up and running with minimal effort, and once installed, is a major timesaver. Klevu has been built with easy installation at its heart, and sets your team free through the power of automation and continuously improving machine learning technology.***



## Chapter 5:

Need a Hardworking  
Investment?

On-Site Search Gets to  
Work Right Away On Any  
Platform...





**Common concern:** *“Investing in new technology when I’m budgeting around a future replatforming is too risky! I’ll lose all my data when we move and have to start from scratch.”*

Nothing stays still for long in the world of e-commerce! Stores are often in a state of flux, about to undergo significant changes or move to entirely new platforms. At Klevu we understand this reality, and act in two ways to ensure that future iterations of your store will not be disadvantaged.

First, our technology gets to work the moment you install, driving CRO and ROI straight out of the gates. There’s no lengthy wait required to collect data, as the self-learning element of our product continuously gains knowledge and improves.

Second, all this valuable information is retained and stays fully portable should you make a future move. Although your store may change platform,

your customer base will remain the same, and this is especially valuable in creating a familiar, welcoming experience as you relaunch.

Let's look in more detail at some of the platform-agnostic advantages you can expect to see once Klevu is installed (and which will follow you to any new online home). A significant win for many of our customers is boosted dwell time. Merchants spend a lot of time and money convincing shoppers to browse, add-to-cart and ultimately check out on their sites. While on-site search intelligently delivers the right product, in the right place, at the right time (easing the path to check out) it can also have the effect of encouraging shoppers to linger, and interact more broadly with your store.

And [dwell time can have a real impact on conversion rates](#). By reducing your bounce rate by ensuring that customers either find what they were looking for quickly, or have their head turned by another appropriate item, you ensure that customers click through with an increased frequency.

Klevu can also help keep shoppers browsing by giving retailers the ability to [include their content](#)

[pages within search results](#). When a customer searches for a backpack from [Varusteleka.com](#), for example, they could be served a results page displaying a range of top sellers alongside a buying guide that gives more insight into the factors consumers may wish to consider when making their purchase.

[DOMU Brands](#) provides a great illustration of improvements made across a range of measures as a result of Klevu integration. They enjoyed a 201% boost in conversion rate for search-led journeys, with a 185% decrease in bounce rate. Average session duration when search was utilized was increased by a huge 254%.

***Problem solved: The beauty of a fast-acting solution like Klevu is that you really don't have to wait for the "perfect time" to start reaping the benefits of smart, sophisticated on-site search. As a platform-agnostic solution, and with all data perfectly portable, Klevu gets to work right away and stays by your side, continuously learning and improving, over any number of replatforms. The sooner you install, the quicker you'll benefit!***

# So, What Are You Waiting For?

On-site search is no longer an element of retail experience that can be put on the back burner. When it comes to meeting the expectations of modern online customers, and saving time and money for your business (whilst driving revenue) [nothing else comes close.](#)

As this ebook has shown, from boosted conversion rate and time-saving automations, through to increased dwell time and best-in-class personalization, Klevu provides an opportunity for improvements across the board. Excellent ROI alleviates any budgetary concerns, and with fully portable data, stores are set to enjoy continuous advantage, no matter what the future holds.

If you're ready to start reaping the rewards that our ever-improving algorithm offers, we'd love to help you get up and running with a free trial. Give the power of on-site search 14 days to prove itself to you – the only thing you'll regret is not getting started sooner.

Want to learn more about how Klevu could help your retail store? [Book a demo today.](#)



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