Site Search 360°

Semantic Product Search
Case Study

Rockabilly Rules
Rockabilly Rules

- Online Shop for fashion, accessories & lifestyle
- Offline Store in Essen (Germany)
- Own "Rockabilly Rules" magazine

With its online shop and its own brand *Rumble59*, *Rockabilly Rules* is one of the leading providers of trendy fashion on the German market.

With its wide range of over 2,000 products, it mainly attracts fans of the rockabilly genre. Customers are offered products and services in fashion, accessories and lifestyle in a very lovingly and individually designed online shop.
The advantages of our search

The Site Search 360 search organizes your data in an ontology, a special data structure, in order to make product data and knowledge understandable for machines. Your data sets are standardized and given logical relationships. In contrast to one-dimensional full-text searches, each node of the ontology contains a set of metadata, synonyms, corrections and translations.

- Precise results through semantic engine
- High performance for a great user experience
- Extensive filtering and sorting
- Semantic definition of landing pages / result pages
- Search with natural language
- Intelligent product ranking
- Low maintenance required thanks to Search as a Service

Full-text search vs. Ontology

The full text search is dependent on fixed keywords and does not process 75% of the query.

Boots
Suede leather
12 cm heel
19,99 €

affordable high leather-boots

affordable high leather-boots

The ontology can build logical relations and completely resolve the search query.
Overall issues of online shops with product search

1. A lack of precision in the search results leads to high bounce rates
2. Not all relevant products are consistently included in search results
3. Only a few filter options as attributes are inconsistently maintained
4. Slow and sluggish search function
5. Poorly converging but common searches
6. Lack of resources for manual maintenance of search queries
7. Not optimized ranking
8. High costs of the existing search solution
9. Slow product updates
10. Insufficient data quality and product maintenance that is too time-consuming
Challenges

Rockabilly Rules previously used a classic full-text search that had the usual restrictions associated with it. Even with simple category queries, the recall was often low, and the old search solution also scored low on precision. In the fashion scene industry, customers often visit online shops with special requests for materials, patterns or brands and want to see these answered in their search query.

The distinction between individual query terms entered, meaning extraction and categorization, and matching meaning to the product range overwhelm many search solutions.

With its powerful ontology, Site Search 360’s semantic product search was able to perfectly meet Rockabilly Rules’ requirements and work with its existing product data from the start. So, they decided to integrate Site Search 360 search solution to their online store.

For Site Search 360, the challenge was to provide an individual search solution for Rockabilly Rules that is easy to integrate and significantly increases the quality of search results compared to the existing search solution.

Implementation

The Site Search 360 product ontology covered the entire product range of Rockabilly Rules much better than the previous search solution right from the start. In addition, product features specific to Rockabilly Rules were added as attributes. This enabled very specific search queries tailored to Rockabilly Rules, its online store set-up and its catalog of products.

Rockabilly Rules wanted the search integration to have minimal to no impact on their IT resources. They also wanted to integrate it into the existing shop layout without changes. Thus, the solution was to use Site Search 360 JavaScript plug-in, which could be integrated into the shop’s template with just one line of code.
Results • Synonyms

Blurred images
Simple search queries such as “pants” did not provide suitable results with the old search solution. 203 articles were returned for the search term, but most of them were not pants.

Heightened precision
With thousands of synonyms within the Site Search 360 product ontology, search queries can be answered in the best possible way. As a result, the search query is understood, and only matching pants are displayed. Since the Site Search 360 search engine knows that “pants” also include “jeans”, it only displays products within this category to the user.
Results • Property recognition

Deine Suche nach: Kleid unter 60 EUR

Sortieren nach: Artikel pro Seite: Zeige 1 bis 40 (von insgesamt 44 Artikeln)

Before

Accuracy recognition of numerical values

The Site Search 360 product ontology extracts the various numerical data of a product and normalizes them. If a search query refers to these numeric values, such as, for example, “Dress under 60 EUR”, Site Search 360 recognizes that the “Price” attribute plays an important role for the user and automatically restricts the search results according to a price range.

Missed expectations

The search for a dress that costs less than 60 euros did not produce satisfactory results - the request for price restrictions was not understood and, due to the lack of a faceted search function, could not be set using a price filter.
Full text search only

So far, search queries with unknown product attributes did not lead to any results, although suitable products were on offer. The customer moved on disappointed, or worse still, left the store. Alternatively, the unknown expression was discarded and precision suffered as a result.

Specific requests can be mapped

The Site Search 360 product ontology knows thousands of attribute synonyms and can determine exactly what the customer is looking for. For “top with animal pattern”, the Site Search 360 search engine can recognize that “animal pattern” equates with “animal print”, or in a broader sense with “leopard”. This means that best-matching results are displayed even though “animal patterns” are not included in the product descriptions.
Implicit requests can be resolved

With the product ontology, Site Search 360 extracts the numerical information of all product attributes, i.e., the length information for belts. If a search query relates to numerical attributes, the normalized lengths of all belts can be determined, and these can be set in relation to one another. In the result set, belts are thus displayed in descending order by length, as shown above.
Results • Complex queries

Article wurde nicht gefunden! (No products found)

Die Suche ergab keine genauen Treffer

Alternative kannst Du auch die erweiterte Suchfunktion mit weiteren Suchparametern benutzen.

Suchbegriff:

Pullover für Frauen mit Streifen

Low precision

Conventional search solutions cannot resolve complex search queries because they are unable to clearly identify the individual attributes and their dependencies and to derive suitable results from them.

Complete and specific resolution

The semantic product search recognizes all requested attributes with the Site Search 360's product ontology and can resolve dependencies and links. As a result, the user is shown specific results whose products have all the required properties and are also suitable for the requested gender.
Integration

Simply with JavaScript

The search was integrated with just one line of JavaScript code in the template of the Rockabilly Rules Shop.

The Site Search 360 team fully configured it.
New functions

Smart filters

Direct added value
Without having to manually maintain attributes, new extensive filter options were available immediately after installing the Site Search 360 JavaScript plugin.
It is also possible to display filters based on existing product attributes.
In addition, further properties, such as pattern and material, could be extracted from descriptions through our ontology’s automatic extraction process.

Autocomplete
The Site Search 360 product search includes an auto-complete function that shows suitable search suggestions as you type.
This context-sensitive guide for the user is divided into search suggestions, category, product and brand suggestions. The number and content of the suggestions can be configured for each category.
Controlled results

*Rockabilly Rules* wanted to target product placements for certain search terms.

Mapping Editor

With Site Search 360’s mapping editor, you can use drag & drop to define exactly which product should appear in which position.

This is possible for a **single search query, a partial query and entire regular expressions**. Redirects to URLs can also be set or search queries can be rewritten internally.

On the client website, the search results are pre-configured for specific search queries, i.e., highly-rated products are shown on top.
Summary

By implementing the Site Search 360 semantic product search, customer requests formulated in a search query can be understood and analyzed much more precisely. In addition to great results, the speed of the search also leads to an increase in customer satisfaction and in sales conversion rates on your online store.

„The Site Search 360 semantic product search integration has dramatically improved our online store search. Not only has our search been augmented by various features, but it now also delivers significantly better, more precise results. Plus, the integration was easy, and we didn't have to change our search result layout.“

– Achara Rossow, Head of Marketing

More eCommerce customers

In addition to rockabilly-rules.de, the following customers also benefit from our semantic product search: