

Site Search 360°

Semantic Product Search

Case Study

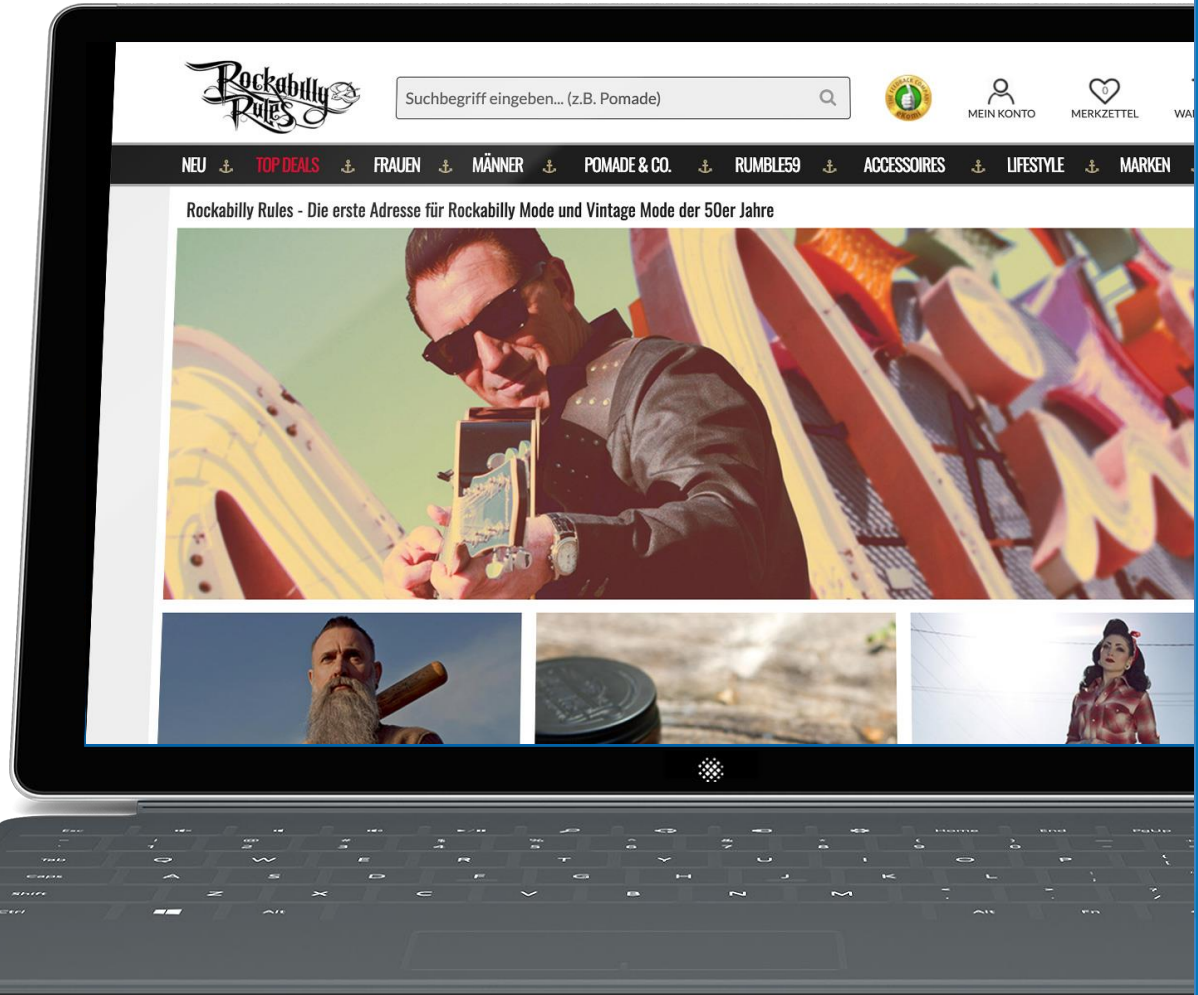


Rockabilly Rules

- 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.

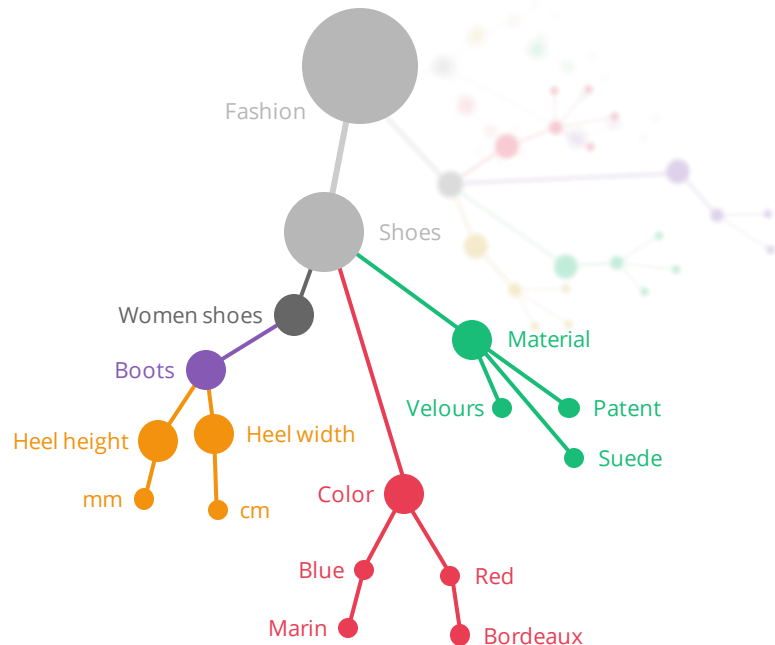
With its wide range of over **2,000 products**, it mainly attracts fans of the rockabilly genre. Customers are offered products and services in fashion, accessories and lifestyle in a very lovingly and individually designed online shop.



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

affordable high leather-boots 🔍

Boots

Suede leather

12 cm heel

19,99 €

affordable high leather-boots 🔍

Boots

Leather

Material

Height

12 cm heel


affordable

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

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.

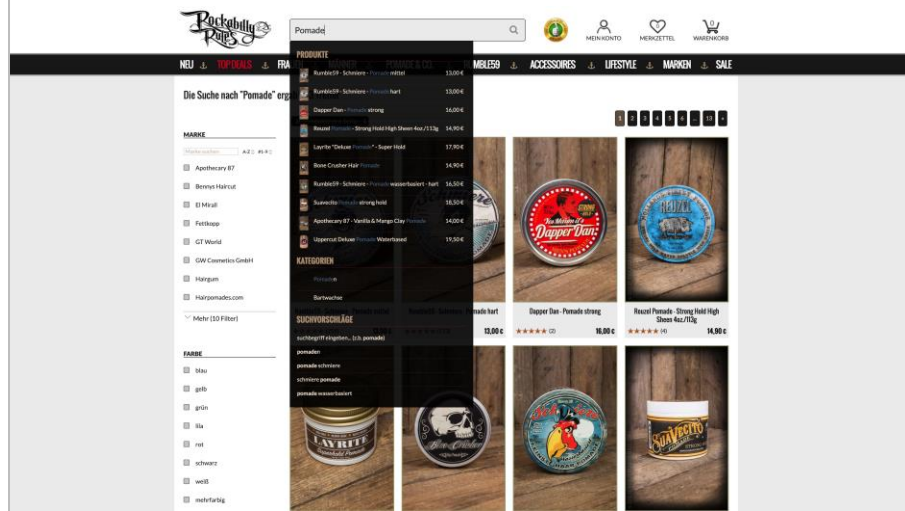
With its powerful ontology, Site Search 360's semantic product search was able to perfectly meet *Rockabilly Rules*' requirements and work with its existing product data from the start. So, they decided to integrate Site Search 360 search solution to their online store.

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

Deine Suche nach: hose

Sortieren nach ...

Artikel pro Seite

Zeige 1 bis

gesamt 203 Artikeln)

Anzeigen

Anzeigen



Buckle

Built For Speed

★★★★★ (14)

22,00 € 16,00 €



Prison Blue 50's cut

★★★★★ (94)

99,00 €



Button

iser 053

1,00 €



Button

ily 157

1,00 €

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.

BEFORE

AFTER

Hose (pants)



Die Suche nach "hose" ergab

123 Treffer



Banned - High-Waist-Hose J'Adore

49,00 €



Banned - High Waist Hose Style Crush, grau

★★★★★ (1) 44,00 € 29,00 €



The Seamstress of Bloomsbury - Hose mit Bindegürtel Winnie

★★★★★ (2) 59,00 € 44,00 €



Dickies - Denim Work Pant, raw

89,00 €

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 64 Artikeln)
Anzeigen Anzeigen



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.

Dress under 60 EUR



Die Suche nach "Kleid unter 60 EUR" ergab 24 Treffer

20 Produkte pro Seite

1 2 +



Accurate 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.

Results • Attribute synonyms

Artikel wurde nicht gefunden! (No products found)

Die Suche ergab keine genauen Treffer
Alternativ kannst Du auch die erweiterte Suchfunktion mit weiteren Suchparametern benutzen.

Suchbegriff:

Top mit Tiermuster

Q SUCHEN

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.

BEFORE

AFTER

Top with animal pattern



Top

Tanktop

Shirt

Animal-pattern

Animal-print

Leopard

Die Suche nach "Top mit Tiermuster" ergab 6 Treffer

20 Produkte pro Seite



Rumble59 Ladies

★★★★★ (1)



Rumble59 - Ladies Raglanshirt mit

Leopard - Garage Gal

★★★★★ (1)



Rumble59 - Ladies Raglanshirt mit

Leopard - Garage Gal

★★★★★ (1)



Rumble59 Ladies - Cammishirt - Hot

Leopard

★★★★★ (1)

Leopard

45,00 €

45,00 €

39,00 €

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.

Results • Implicit requests

Artikel wurde nicht gefunden! (No products found)

Die Suche ergab keine genauen Treffer
Alternativ kannst Du auch die erweiterte Suchfunktion mit weiteren Suchparametern benutzen.

Suchbegriff:

langer gürtel

Q SUCHEN

No resolution

With the old *Rockabilly Rules* search, search queries with numerical information such as "belt length" could not be resolved - the results page contained zero products.

Long belt



Die Suche nach "langer Gürtel" ergab 55 Treffer

20 Produkte pro Seite

1 2 3 >



BEFORE

AFTER

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

Artikel wurde nicht gefunden! (No products found)

Die Suche ergab keine genauen Treffer
Alternativ kannst Du auch die erweiterte Suchfunktion mit weiteren Suchparametern benutzen.

Suchbegriff:

Pullover für Frauen mit Streifen

Q SUCHEN

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.

Pullover for women with stripes Q

Die Suche nach "Pullover für Frauen mit Streifen" ergab 12 Treffer

20 Produkte pro Seite



Rumble59 Ladies Pullover - Swallow's Farewell
★★★★★ (4) 59,00 €



Rumble59 Ladies - Pullover - Let go anchor!
★★★★★ (1) 59,00 €



Rumble59 Ladies - Pullover - Bright Lady Marilyn
★★★★★ (11) 49,00 €



Rumble59 Ladies - Pullover - Sweet Honeybee
59,00 €

BEFORE

AFTER

Complete and specific resolution

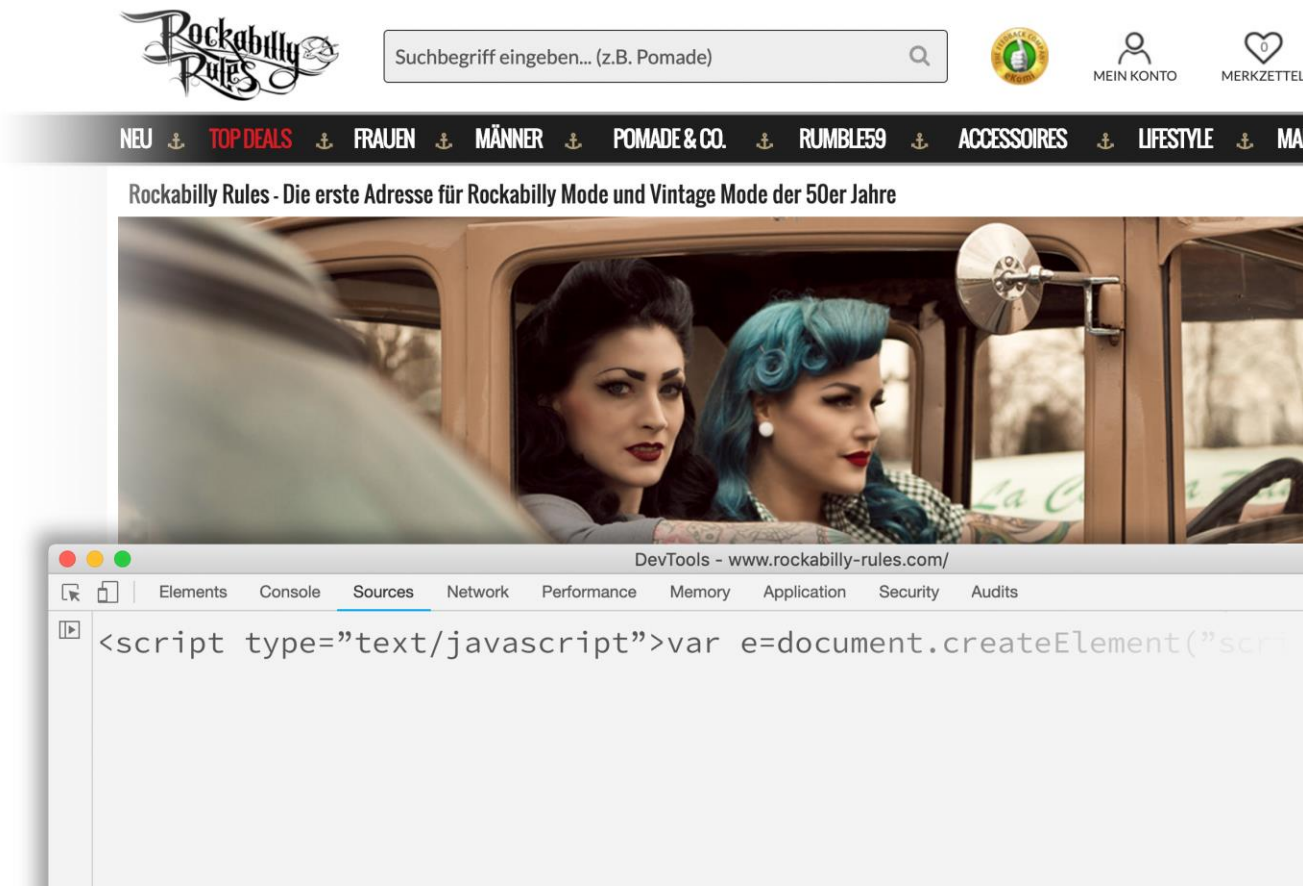
The semantic product search recognizes all requested attributes with the Site Search 360's product ontology and can resolve dependencies and links. As a result, the user is shown specific results whose products have all the required properties and are also suitable for the requested gender.

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.

PREIS

10 € - 189 € **LOS**

GESCHLECHT

☐ Man

☐ Unisex

☐ Woman

MUSTER

☐ Andere

☐ Anker

☐ Karo

☐ Leo

☐ Polkadots

☐ Streifen

MATERIAL

☐ Baumwolle

☐ Baumwollmischung

☐ Kunstfaser

▼ Mehr (25 Filter)

hos|

PRODUKTE

Rumble59 Hose - Chino California	56,00 €
Rumble59 - Hosenröhrer - Farbkombi beige oder braun	48,00 €
Rumble59 Hose - Chino California - schwarz	79,00 €
Hosenröhrer mit Clips und Ledereinsatz	29,95 €
Hosenröhrer, diverse Farben	24,95 €
Rumble59 - Hosenröhrer - Farbkombi blau	48,00 €
Rumble59 - Hosenröhrer - Farbkombi bordeaux	48,00 €
Hosenröhrer mit Clips, schwarz	10,00 €
Hosenröhrer mit Streifen, schwarz-weiß	24,95 €
The Seamstress of Bloomsbury - Hose mit Blindegürtel Winnie	44,00 €

KATEGORIEN

- Hosen
- Caprihosen
- Hosenröhrer - Vintage Slim Fit Pants Pasadena - Fischgrat grau/schwarz
- Jeans
- Shorts

SUCHVORSCHLÄGE

- hosen
- hosenröhrer
- hose
- latzhose
- hosen damen

New functions Autocomplete

User guidance

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.


Product Mapping List Mapping URL Mapping Map to query

Mapping:


Anfrageverarbeitung: ☒ Genauer Ausdruck ☐ Beinhaltet Ausdruck ☐ Regulärer Ausdruck

Verfahrensweise mit den restlichen Produkten: ☒ Alle ☐ Zeige zuerst die hier definierten Produkte, dann den Rest


Add HTML teaser: Add an arbitrary custom property: Select automatic start and end time:




Rumble59 - Schmiere - Pomade mittel
EAN:
Artikelnummer: RUM511




Rumble59 - Schmiere - Pomade hart
EAN:
Artikelnummer: RUM512




Reuzel Pomade - Strong Hold High Sheen 4oz./113g
EAN:
Artikelnummer: SEMKNOX-ID: 1905988



Dapper Dan - Pomade strong
EAN:
Artikelnummer: 90302 SEMKNOX-ID: 1905988



Layrite "Deluxe Pomade" - Super Hold
EAN:
Artikelnummer: HAU051



Bone Crusher Hair Pomade
EAN:
Artikelnummer: BCP001 SEMKNOX-ID: 3155174

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:

CASIO

ZIEGLER
Mehr Wert für draußen.

GEFRO

K FOTOKOCH
any picture

GRAVIS

Tierarzt24.de

koffer24.de

KODI