

## HeyStaks announces DID.ie launch of Personalized Site Search for eCommerce

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HeyStaks, the global leader in Personalized Collaborative Search Technologies and subscriber intelligence for eCommerce, today announced a new deal that will launch Personalized Site Search on DID.ie, the leading online electronics portal in Ireland.

DID.ie chose the HeyStaks Personalized Search solution to increase the accuracy and relevance of its onsite search solution and to increase search-driven conversions on its online store. HeyStaks Personalized Search achieves this by continuously analysing all on-site user activity to profile clues of user intent. Individual user profiles are automatically clustered to identify opportunities to share shopping experiences between like-minded users. HeyStaks community-based recommendation technology employs these profiles to personalize search, re-ordering search results to the preference of each user and promoting the most appropriate products to each user in each visit to the DID.ie store.

Speaking today, **Darren Hardiman, eCommerce Manager at DID.ie** said:

"The launch of this personalized search service is an integral part of the DID.ie strategy to optimize the user experience and to ensure we deliver the right product to each user in each visit to the DID online store. This service will also enable us to learn the intent of each shopper and to understand the products we need to carry to satisfy their needs. HeyStaks achieves all that - deploying the HeyStaks solution is like having a new website - there is just no comparison to what we had before"

Also speaking today, **Maurice Coyle, CEO for HeyStaks** said:

"DID.ie sees the delivery of a highly personalized onsite Search experience as an essential step in strengthening its position and brand value in the extremely competitive online electronics marketplace. The new personalized site search powered by HeyStaks' technology offers DID.ie shoppers the right items and a relevant shopping experience based on what we learn about them. Our unique engine uses intent analytics and collaborative-based recommendations to increase relevance by 40% over any other personalization technology".

Features of the **HeyStaks Personalized Site Search for eCommerce**, deployed on DID.ie, include:

- Dynamic social search result ranking that learns and improves based on the actions and contexts of each user

- High quality text relevance optimised for the eCommerce environment.
- Intelligent result matching policy that return results that match all query terms, any query term, or a combination of the two.
- Intelligent numeric query term handling that support SKU search and understands product features like version numbers and product dimensions, in context.
- Full support for standard search features like Synonyms and Search suggestions.
- Dynamic updates to the product Index and stock details, as-well as support for e-commerce CMS features like redirects.
- eCommerce reporting delivering unique insights into shoppers intent and product performance, including sale opportunities for products that are typically hidden in the long tail
- Internet grade resilience and secure cloud-based storage that expands to support the size of your product index.
- Encrypted connections to keep your search traffic secure.
- Affordable SaaS-based pricing.

#### **About HeyStaks**

Founded in 2010, HeyStaks is the leader in next-generation search and discovery technologies that are designed to harness the wisdom of the crowd to make information retrieval both collaborative and productive. Implementation of HeyStaks' products converts casual unique visitors into loyal customers across the consumer web.