Personalized Magento Search

Overview

Typically, 10% of the products in an online store attract 75% of page views, making the majority of products invisible to potential customers (Forbes, e-Retail Review 2012). Against this, good ecommerce site search improves sales, boosts conversion rates, increases site use and even drives customer retention (eConsultancy Dec 2013, Good Site Search is vital for online retailers).

Users who choose to search rather than navigate a site are in a late stage of the buying process, expressing intent to purchase a specific product or to find specific information. These search users are five times more likely to convert than users who browse your site, assuming your site search allows them to find what they look for. Do you have confidence in the search functionality on your site? Do your customers always find what they're looking for quickly and easily?

The performance of standard Magento search is known to be poor – it works on keyword based matching, delivers the same result to all users independent of the user preference or past experiences and is slow, while existing third party search modules available in the Magento Store are not designed to deliver the right result to the right user at the right time.

Personalized Magento Search

Founded in 2010 to commercialize 30 man-years of cutting-edge research in next-generation search and collaborative learning technologies, HeyStaks allows visitors to e-commerce stores and publisher websites to find the products and information they seek quickly and efficiently. HeyStaks have partnered with SudioForty9, a Magento SI with seven years experience implementing Magento e-commerce solutions in leading online stores, to develop a Magento personalized search solution that replaces Magento's native search.

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Installing the Heystaks Personalized Magento Search solution is simple, with an implementation delivering immediate improvements on standard Magento search. Thereafter, Heystaks learns a customer's behaviours and anticipates the customer's future needs - allowing you to effectively merchandise your product lines to customers through search and allowing your customers to discover the products they want, when they want them.

Features

- Heystaks continually "learns" the browsing and search activity of each visitor by tracking visitors' aggregate navigation, search queries, result selections and purchases on your site

- Heystaks dynamically clusters users into interest communities to allow each user to automatically share in the past positive experiences of like-minded users

- Heystaks delivers the right product to each user in every search session by 1) re-ordering search results to the learned preferences of the user and 2) by inserting relevant product recommendations based on the user's current context and based on the product experiences of similar users

- Heystaks personalizes the search of all site content including the product catalogues and the site CMS content

- Heystaks supports standard Magento product search features including synonyms and redirects

- Heystaks supports customizable ordering features to allow the site administrator to specify how and where to present 'out of stock products'

- HeyStaks delivers very fast and accurate search results as a standard feature

- Heystaks delivers unique insights into the on-site search activities of your users, tracked against standard e-commerce goals

For more information, please call **HeyStaks** at **+353 1 716 3565** or email **info@heystaks.com**, or contact **StudioForty9** on **+353 87 225 1250** or email **info@studioforty9.com**