



Browse to Buy: The Generative Discovery Advantage in Ecommerce

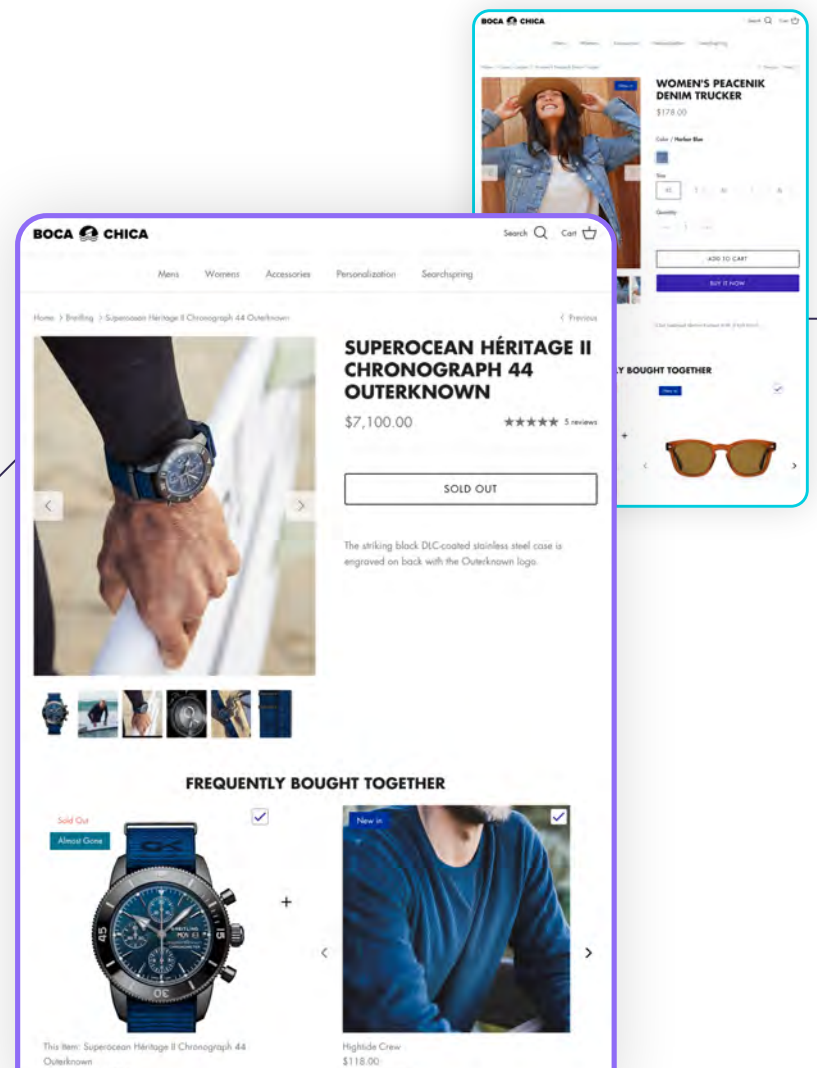


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Ushering in the Era of Generative Discovery:

A Win for Your Brand & Your Customers



In ecommerce—as in all business—understanding what your customers want is crucial to your success. Today, consumers expect a seamless, personalized shopping experience. And that’s where generative discovery comes in.

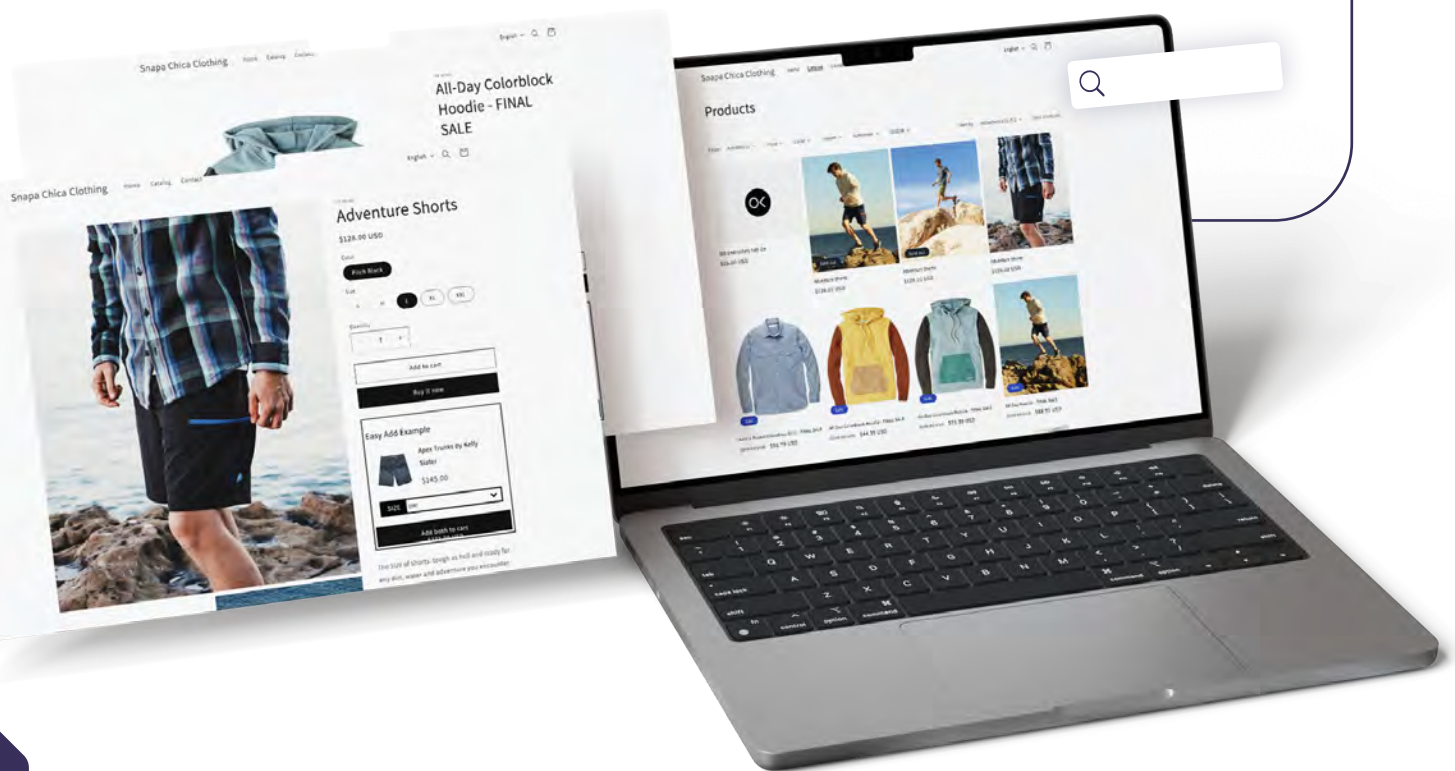
Generative technology, which is powered by AI, interprets and understands your customers’ intent, predicting what they want to see when they search for an item—even products they didn’t know existed. The right platform delivers these results with lightning speed. This approach not only drives value for customers, but it also helps ecommerce businesses.

The results?

- Higher conversion rates as customers easily find exactly what they need.
- Increased average order values, thanks to smart cross-selling and upselling.
- Reduced cart abandonment by eliminating frustrating search experiences.
- Hyper-personalized recommendations that make every shopper feel like a VIP.
- Stronger customer loyalty from providing an exceptional, tailored journey.

It’s a win-win all around.

Success Beyond Traditional Search



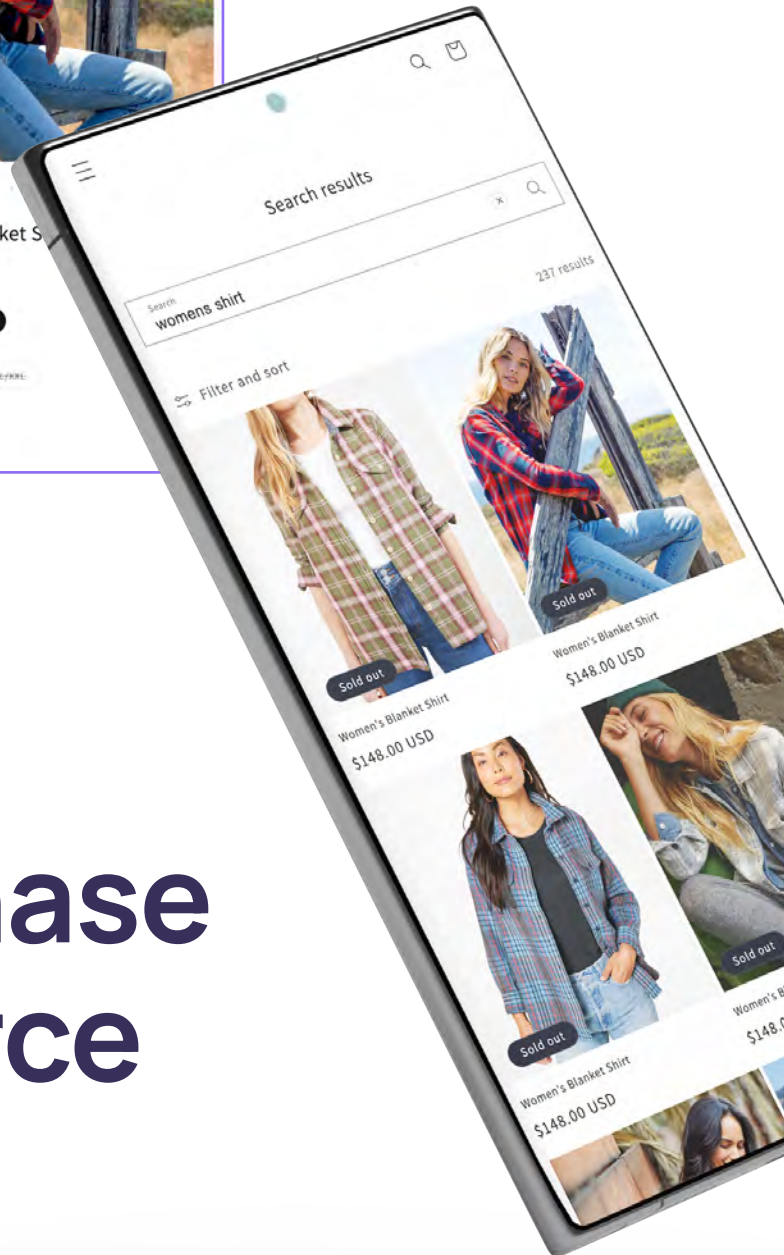
Traditional product search, where users sift through countless options based on specific attributes they proactively input, has long been the cornerstone of online retail. It's the first point of interaction for many customers, the gateway to your products, and often the make-or-break moment in a shopper's journey. This remains a critical function—but it's no longer enough to give you an edge in the market.

So what exactly is holding traditional search back?

- **Keyword dependence:**
Traditional search relies heavily on exact keyword matches, missing out on the nuances of natural language and user intent.
- **Limited contextual understanding:**
These systems often struggle to grasp the broader context of a search query, leading to narrow or irrelevant results.
- **Lack of personalization:**
One-size-fits-all search results fail to account for user preferences and behaviors.

To be clear, top-of-the-line search capabilities are non-negotiable for your business. Without this technology, no amount of bells and whistles will drive the success you're seeking.

As you look to your business's future, however, it's time to build on this foundation with more advanced discovery techniques that provide a better shopping experience—and better business outcomes. AI-powered search is what enables generative discovery, and that's where the businesses of today—and tomorrow—are headed.



Generative Discovery:

The Next Phase of Ecommerce



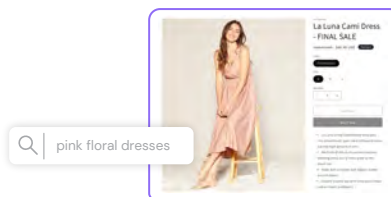
Generative discovery is the next evolution in ecommerce search and product findability. Traditional search simply matches keywords to product attributes. Generative discovery, on the other hand, uses advanced AI and natural language processing to understand and respond to customer queries more like a real person would.

This process goes beyond matching results to inputs to create a more exploratory, yet focused, user experience. Generative discovery can understand and interpret the intent behind a customer's request. The technology takes into account a number of factors—including product data, such as name, specs, and images, as well as the customer's browsing and purchase history—to make stronger recommendations.

In a nutshell, what makes Generative Discovery so powerful?

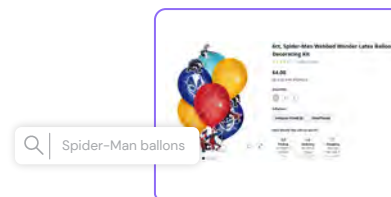
- **Natural language processing (NLP):** A form of machine learning that enables computers to interpret and understand complex, conversational language.
- **Context awareness:** Understanding the broader intent behind a search, beyond the literal words used.
- **Dynamic result generation:** Creating tailored responses and product suggestions based on the specific query and user profile.
- **Continuous learning:** Improving over time based on user interactions and feedback.

Examples of Generative Discovery in practice:



With traditional search, a shopper attending a wedding might input “pink floral dresses” and receive results matching this narrow search.

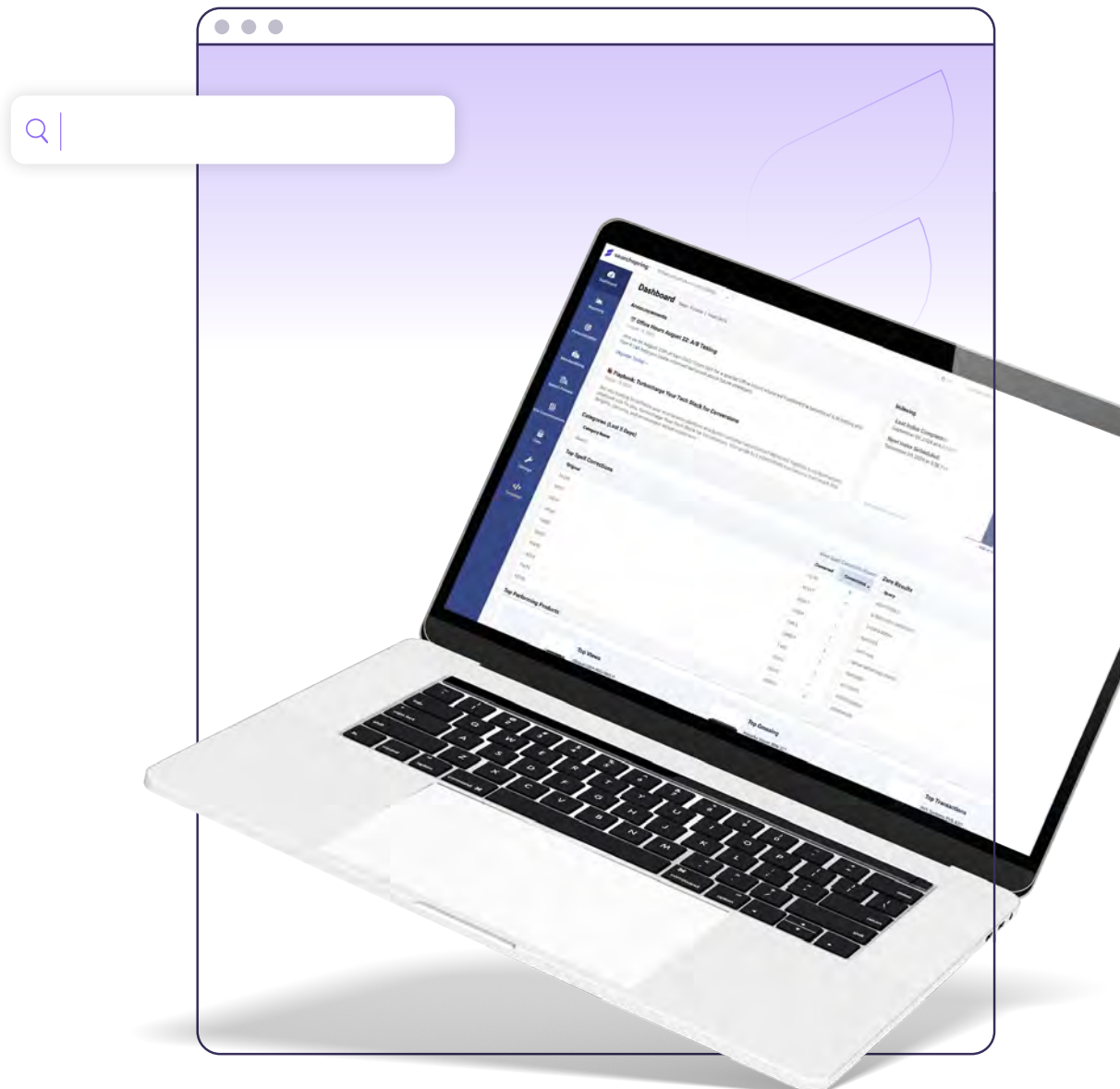
With generative discovery, the shopper could instead say, “I need an outfit for a summer wedding next month.” A generative discovery system would understand the context, consider factors like the season and formality, refer to any user profiles based on prior searches and purchases, and curate a selection of appropriate outfits and accessories.



With traditional search, a shopper planning a child's birthday party might input separate search queries, such as “Spider-Man balloons,” “Spider-Man napkins,” “Spider-Man cupcakes,” and so on, to find the separate elements they're looking for.

With generative discovery, the shopper can instead say, “Plan a Spider-Man birthday party for my kid,” and explore suggestions for decorations, party favors, recipes, costumes, venues, and other relevant elements they might not have thought of.

Harnessing Generative Discovery to Push Your Business Forward



Implementing generative discovery can have a significant impact on your bottom line. In fact, businesses investing in generative AI are seeing revenue increases of 3 to 15% and sales ROI increases of 10 to 20%, [according to McKinsey](#). Generative discovery offers a wealth of advantages for ecommerce businesses in particular.

3-15%

revenue increases
for businesses
using generative AI

10-20%

sales ROI increases
for businesses
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7 benefits of Generative Discovery for ecommerce businesses:



Higher conversion rates:

When customers can find exactly what they're looking for (or discover something even better), they're more likely to make a purchase.



Increased average order value (AOV):

Generative discovery excels at suggesting complementary products and bundles, encouraging customers to add more items to their carts.



Reduced cart abandonment:

Frustration with search results is a common reason for cart abandonment. Accurate, relevant results can help reduce abandonment rates.



Enhanced personalization:

By understanding individual user preferences and behaviors, generative discovery can offer truly personalized product recommendations, creating a unique shopping experience for each customer.



Greater customer loyalty:

By providing more relevant results and a more intuitive, personalized search process, generative discovery can significantly enhance customer satisfaction and loyalty.



Improved operational efficiency:

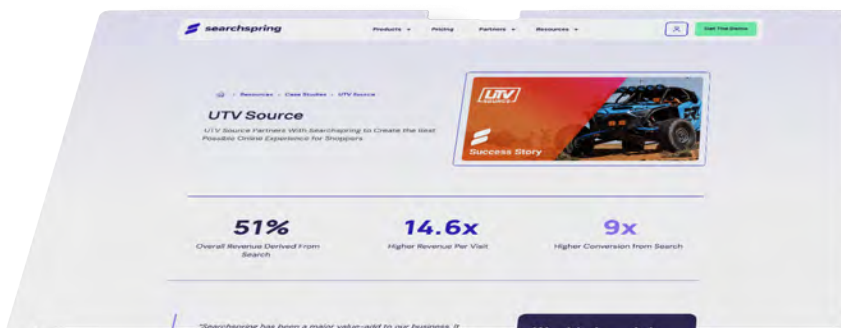
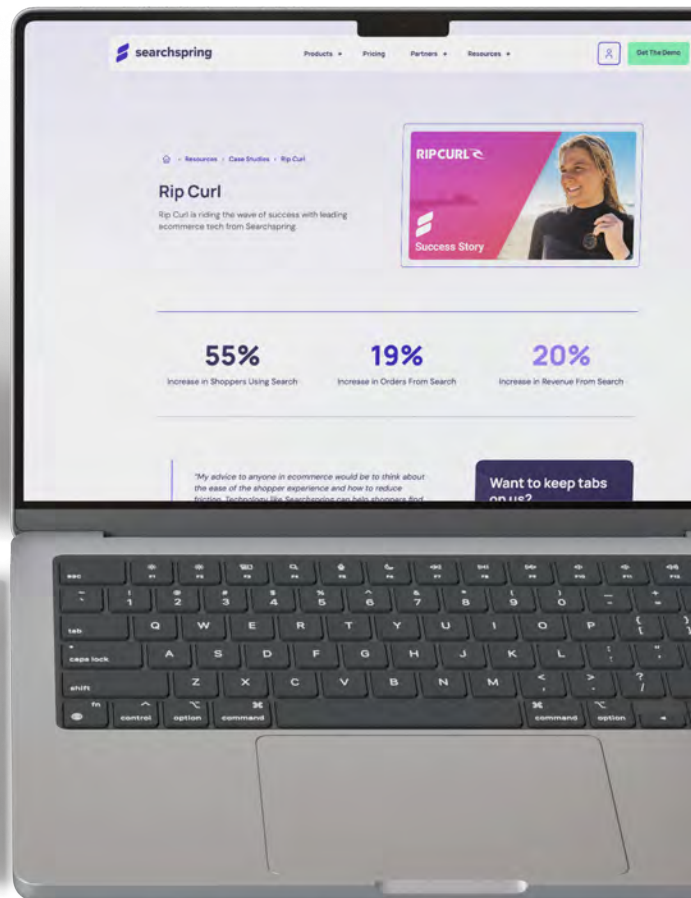
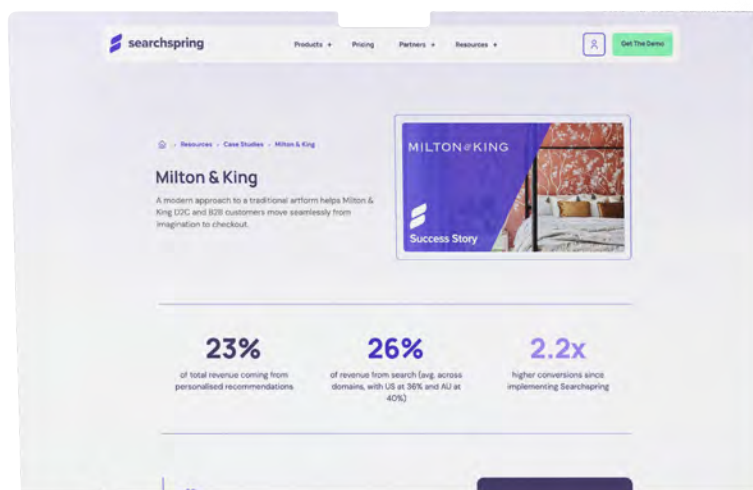
Generative discovery systems can automate merchandising—organizing and showcasing products based on real-time data—reducing the need for manual efforts.



Better insights into customer behavior:

Generative discovery can analyze search queries to reveal trends in customer interests and needs, including seasonal patterns and emerging product categories.

Enhancing the Customer Experience: Sample Use Cases



By providing personalized recommendations and relevant content, generative discovery can help customers find the products they're looking for quickly and easily.

Explore some examples of how shoppers might use Generative Discovery:



A customer can ask a question around a specific need, such as, "What's the best trail running shoe?" Generative discovery will then create a list of products that match the customer's desires and preferences.



A customer can browse products by category, such as "women's clothing." Generative discovery will then suggest a list of products that are relevant to the customer's browsing and purchase history.



A customer can create a wish list of products. Generative discovery will then produce a list of similar products that the customer might also be interested in.



A customer can upload a photo of their living room and ask, "How can I update this space for summer?" Generative discovery will then analyze the image and suggest seasonal updates like lightweight curtains, summer-themed throw pillows, or a new area rug that complements the existing furniture.



A customer can ask a question about a product's availability, such as, "Is this product available in store?" Generative discovery will then check inventory levels and provide the customer with an answer so they can buy online and pick up in store.



A customer can ask a question about a product's features, such as, "What are the dimensions of this product?" Generative discovery will then provide the customer with the product's specifications.



A customer can ask a question about a product's compatibility, such as, "Will this product work with my other devices?" Generative discovery will then check compatibility information and provide the customer with an answer.

As generative discovery continues to develop, we can expect to see even more innovative and personalized shopping experiences, leading to higher conversion rates, increased AOV, and reduced cart abandonment, among other benefits.





Questions to Ask When Choosing a Generative Discovery Platform

So what's the best way to start leveraging generative discovery in your business today? You'll need a technology partner you can trust.

With several options on the market, it's important to carefully evaluate the key features and capabilities that align with your business goals—and to make sure any vendor can actually deliver what it promises. To put a finer point on this, many ecommerce solutions on the market today make bold claims around AI, but dig a bit deeper, and you'll find it's mostly just marketing spin.

The seven questions below outline key factors to consider when choosing a generative discovery platform with all the infrastructure, features, and benefits you'll need.

Question 1: How does your platform ensure accurate and relevant product recommendations?

Why it matters: The accuracy of product recommendations is crucial for customer satisfaction and conversions. A robust generative discovery platform should use advanced AI algorithms, natural language processing, and machine learning to understand customer intent and then match it with the most relevant products. Infrastructure is also key. The right discovery engine integrates vast amounts of data—such as purchase history, browsing patterns, and even real-time behavior—into your search algorithms, creating an intuitive shopping experience.

Question 2: How customizable is your platform to match our brand and website design?

Why it matters: The search and discovery experience should seamlessly integrate with the overall look and feel of your ecommerce website. Some platforms offer limited customization, which can create a disjointed user experience.

Question 3: How does your platform support omnichannel selling, including marketplaces and social commerce?

Why it matters: Modern ecommerce isn't limited to a single website. Businesses need solutions that can extend their product discovery capabilities across various channels, including Amazon and social media.

Question 4: How easily does your platform integrate with existing ecommerce ecosystems, and what level of support do you provide?

Why it matters: Smooth integration and strong support are crucial for minimizing disruption, ensuring quick time-to-value and maximizing the benefits of the new tech.

Question 5: How do your search and merchandising tools compare to Shopify's native capabilities?

Why it matters: While Shopify's native search functionality has improved significantly with the release of Online Store 2.0, it still lacks the depth and intelligence that a superior generative discovery platform provides, especially in product recommendations and search customization.

Question 6: What kind of analytics and reporting does your platform provide?

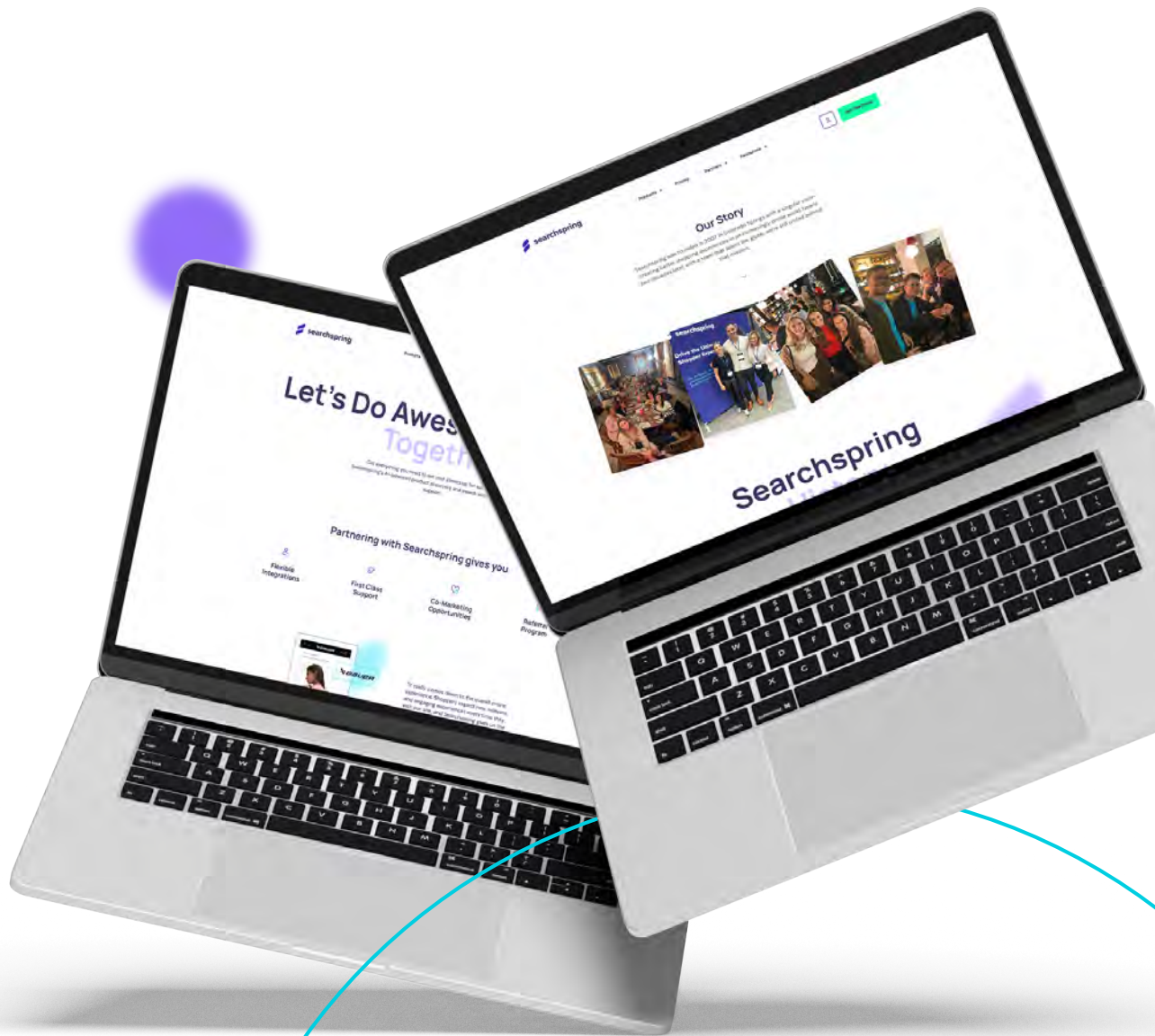
Why it matters: To continually improve the discovery experience and drive business results, you need comprehensive analytics and actionable insights. With the help of AI, you can also have a more natural dialogue with your analytics platform, as if it were another member of your team, rather than hunting and pecking for specific attributes and reports.

Question 7: What is your commitment to ongoing innovation and support?

Why it matters: As technology and the market are constantly changing, you need a partner who evolves their technology to stay competitive. Ask each vendor about their approach to R&D, and see if they have any patents that show there's proof in the pudding.



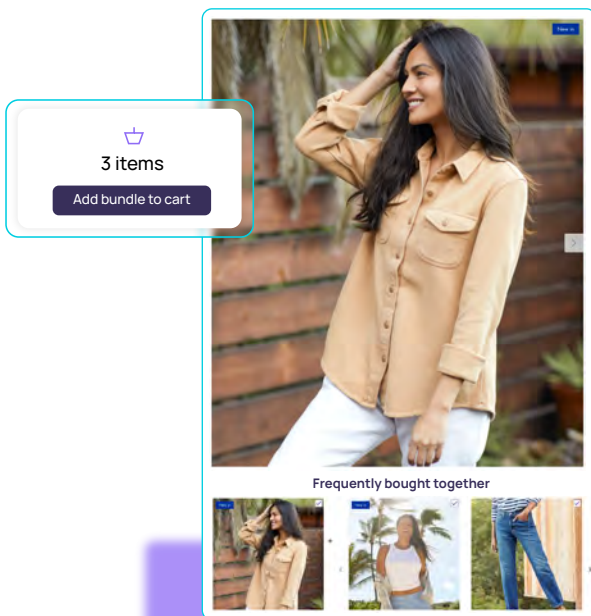
The Searchspring Promise



Online retailers can harness the potential of generative discovery by partnering with a transparent and reputable firm like Searchspring—a global leading provider of AI-driven discovery and personalization solutions for ecommerce. Searchspring's generative discovery can be effortlessly integrated with any ecommerce platform, making it accessible to retailers of all sizes.

While many platforms offer some solutions to the questions in the previous section, Searchspring provides a comprehensive solution that excels in all major areas, backed by authentic AI capabilities.

What makes Searchspring different?



Product recommendations:

Searchspring's generative discovery uses sophisticated algorithms that not only analyze keywords but also consider the full context of customer queries, product descriptions, and user behaviors to **deliver highly accurate recommendations**.

Customizable branding:

Searchspring offers extensive customization options, allowing businesses to match their existing website design. The Searchspring team can work with pre-built templates for quick implementation or provide fully customized solutions to match specific brand requirements.

Omnichannel selling:

Searchspring is expanding its capabilities to support omnichannel selling, including features to quickly set up stores on marketplaces and optimize for social commerce. This positions Searchspring as a forward-thinking partner for businesses looking to expand their reach across multiple channels.

Seamless integration:

Searchspring offers seamless integration with major ecommerce platforms, along with white-glove support throughout the implementation process and beyond. Searchspring's team of experts will ensure your specific needs are met and your team is fully equipped to leverage this technology, both at launch and over time.

Powerful analytics:

Searchspring provides robust analytics, including AI-powered natural language querying for custom reports. What this means is that instead of pulling individual reports, you can ask questions like "What are our sales numbers for the last month?" and receive accurate data. This will allow your business to **make data-driven decisions** to optimize your product discovery and overall ecommerce strategy.

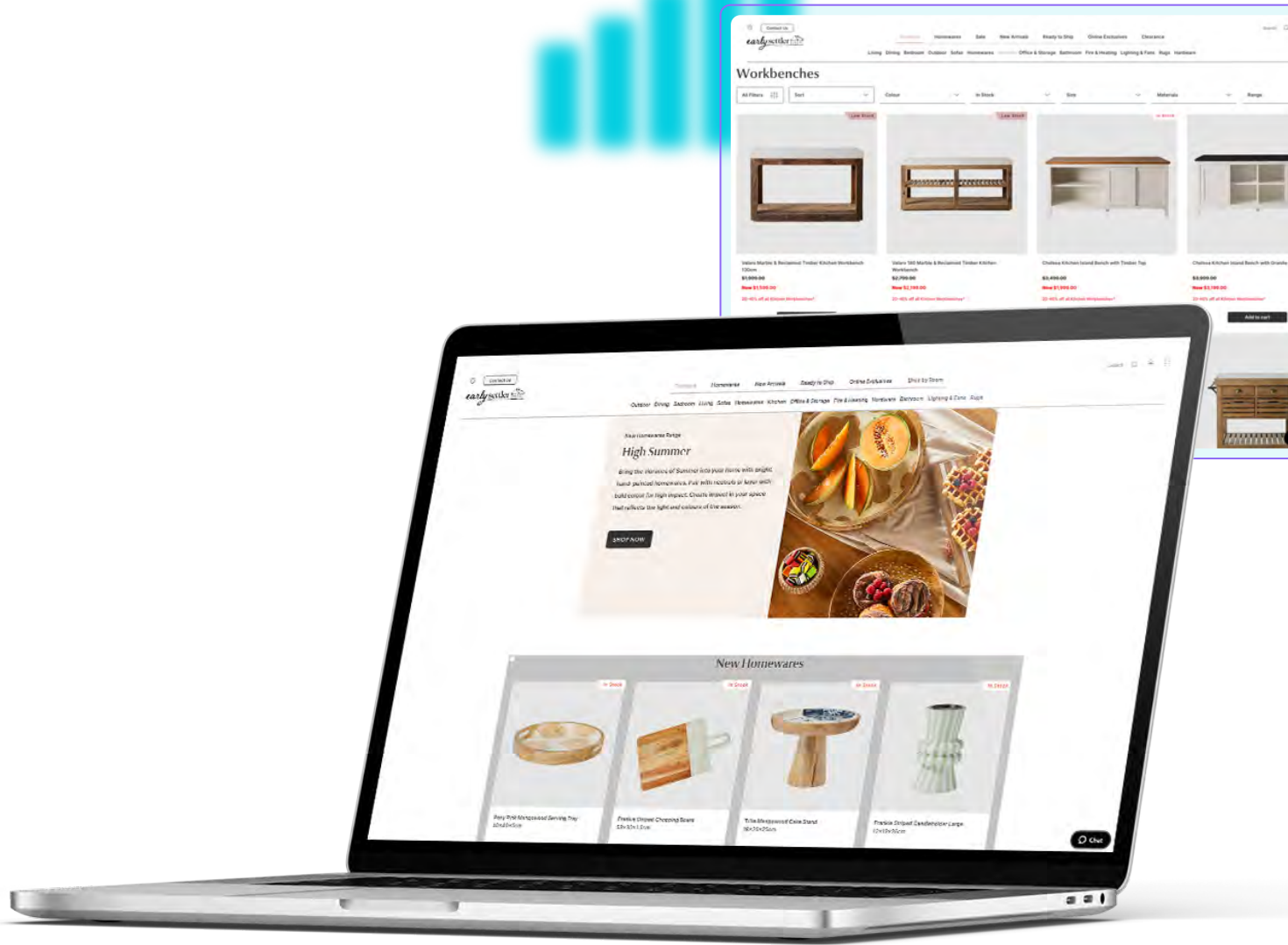
Ongoing innovation:

Searchspring has a strong track record of innovation, with regular feature updates and new product releases—and much more on the horizon. The company also holds multiple patents, which have benefited over 2,000 brands.



Set your business apart with Searchspring.

By partnering with a trusted and innovative provider like Searchspring, retailers can take advantage of the full potential of Searchspring's generative discovery and elevate the shopping experience for their customers. With its easy-to-implement solution and advanced AI and ML capabilities, Searchspring empowers retailers to create personalized, engaging, and immersive shopping experiences that drive conversions and foster long-lasting relationships.



Maximizing the Impact of Generative Discovery Implementation



To ensure you get the most out of your generative discovery implementation, consider the following strategies and best practices.

1. Educate your team:

- Train your merchandising team on how to leverage the new capabilities.
- Ensure customer service is prepared to assist with any user questions.

2. Integrate with other channels:

- Extend generative discovery to mobile apps and other touchpoints.
- Consider implementing voice search capabilities.

3. Monitor and analyze:

- Regularly review search analytics to identify trends and opportunities.
- Use A/B testing to optimize the discovery experience.

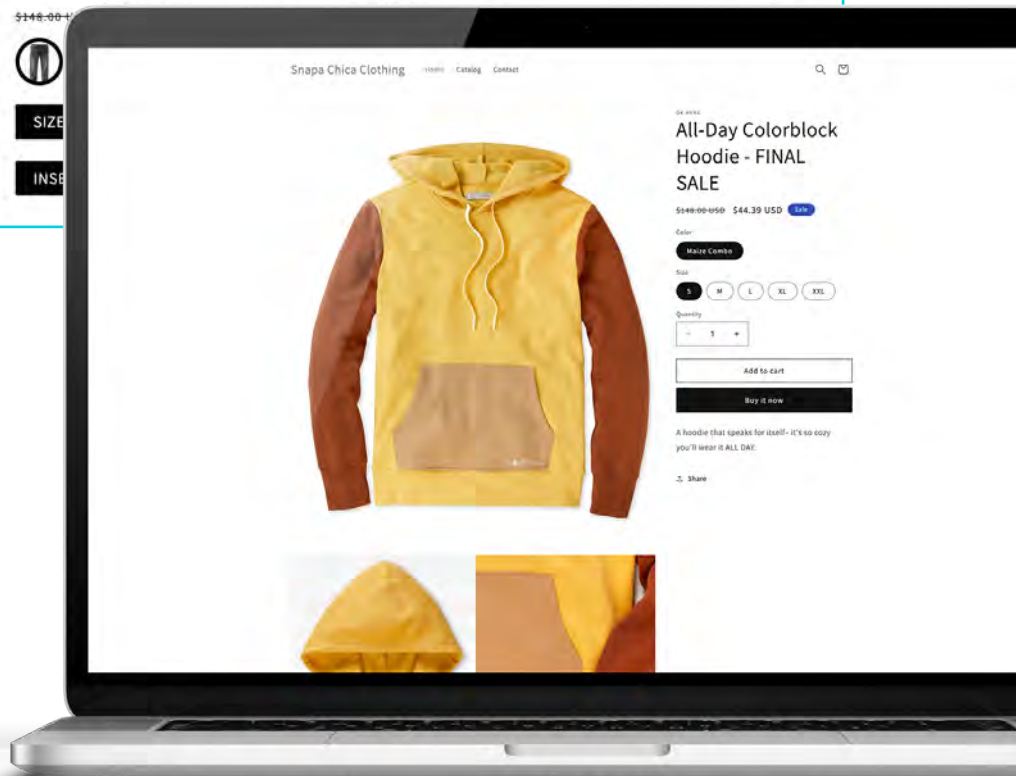
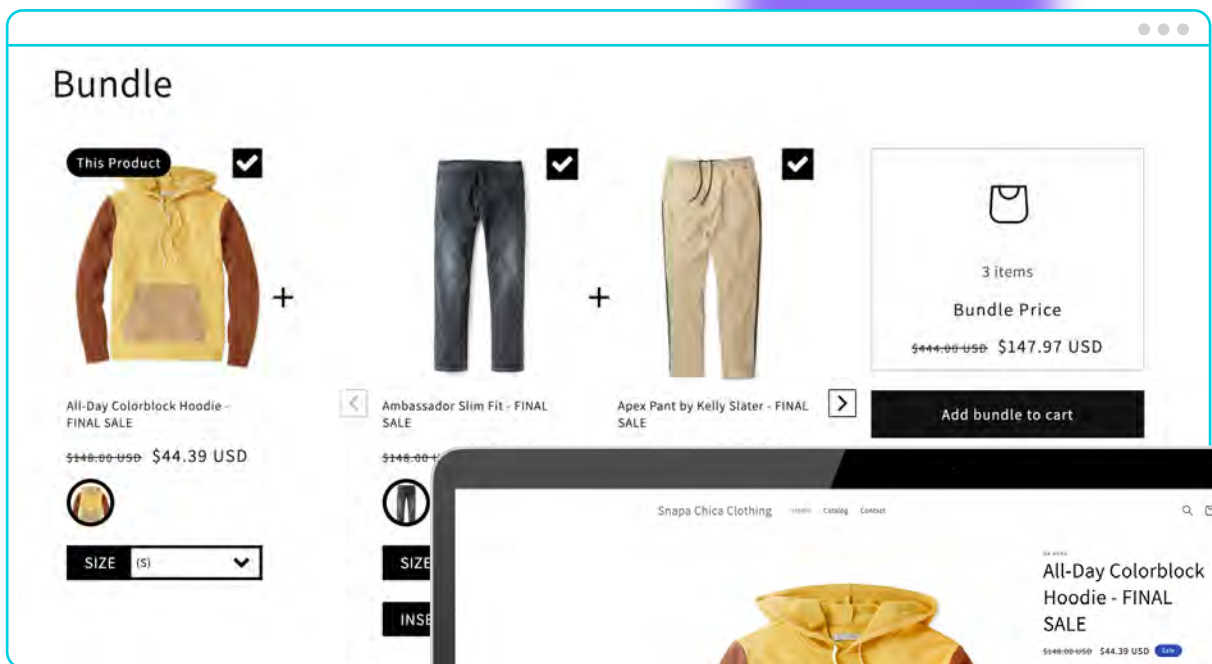
4. Iterate and improve:

- Continuously refine your product data to improve discovery accuracy.
- Stay updated on new features and capabilities of your chosen platform.

5. Look to the future:

- Keep an eye on emerging trends like visual search.
- Prepare for the increasing importance of AI in all aspects of ecommerce.

Seizing Your Business's Future

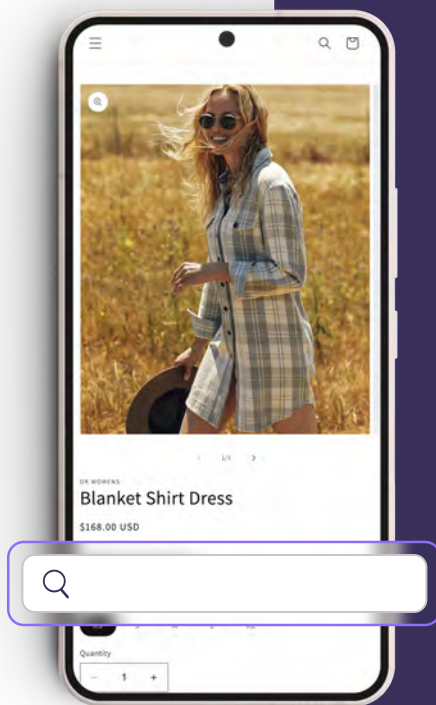


Generative discovery represents a transformative leap forward in ecommerce technology, elevating product discovery from a tedious task to an enjoyable, intuitive journey for customers.

As this AI-powered innovation continues to evolve, forward-thinking businesses that embrace it will realize ever-greater potential for enhanced customer experiences, increased sales, and reduced operational costs.

By partnering with a trusted provider like Searchspring and following the strategies outlined in this playbook, you can position your ecommerce platform as an intelligent, responsive system that delights customers and drives long-term growth.

Generative discovery isn't just the future of product discovery; it's the future of ecommerce. Now is the time to secure your business's advantage for years to come.



See Generative Discovery in action

Don't let your competitors get ahead by adopting these cutting-edge strategies.

Contact Searchspring today to schedule a personalized demo—and see what generative discovery can do for your business.

[Schedule Demo](#)



Searchspring is a global leading provider of AI-driven discovery and personalization solutions for ecommerce. Its data and product engine integrates real-time customer and product data, making it easy for businesses to understand customer preferences and enhance product visibility on and off websites.

With over 15 years of innovation, Searchspring offers scalable, fast, and user-friendly solutions. The company holds multiple patents and serves over 2,000 brands, including Chubbies, Arhaus, Mattel, Moen, Fabletics, Peet's Coffee, SKIMS, and West Elm, supporting its customers from offices in San Antonio, London, Sydney, Denver, Toronto, and Portland. To learn more, visit [Searchspring.com](https://www.searchspring.com).

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