

# AI & Personalization in Product Discovery

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# Prefixbox AI Search

## 1. Autocomplete

smartw

- smartwatch
- smartwatch for women
- bestwatch smartwatch
- smartwatch strap
- activity tracker

**Searches in categories**

- smartwatch in [All Smartwatches](#)
- smartwatch in [Smartwatch Accessories](#)

**Hi-Tech Healthmate smartwatch**  
In stock  
**249,99 €**

**BestWatch E-line Active smartwatch**  
In stock  
**206,99 €**

**Hi-tech Active 2 activity tracker**  
In stock  
**39,99 €**

**Timeless Casual watch band**  
In stock  
**5,49 €**

## 2. Related Keywords

smartwatch (376) - Search results

Related searches for "smartwatch":

- activity tracker
- bestwatch smartwatch
- fitness wristband

## 3. AI Search Engine

Price

Categories

Brand

Features

- Water resistant (189)
- Heart rate sensor (376)
- Built-in microphone (125)
- Internal storage (95)

Color

Show more filters

Results shown 60 Sort by Relevance

**Hi-Tech Healthmate smartwatch** **249,99 €**  
In stock  
★ 4.7 (58) [Add to Cart](#)

**BestWatch E-line Active smartwatch** **206,99 €**  
In stock  
★ 4.9 (187) [Add to Cart](#)

**Timeless Sleek mkil smartwatch** **319,99 €**  
In stock  
★ 4.7 (289) [Add to Cart](#)

**BestWatch Sportee Pro smartwatch** **149,99 €**  
In stock  
★ 4.8 (135) [Add to Cart](#)

[Load more products](#)

## 4. Merchandizing



## 5. Related Products

Related products for "smartwatch"

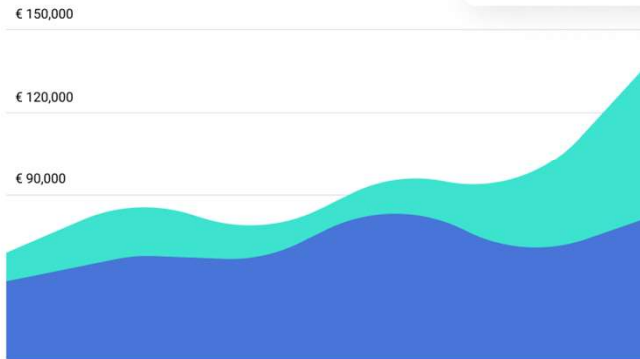
**Hi-tech Active 2 activity tracker** **39,99 €**  
[Add to Cart](#)

**Timeless Casual watch band** **5,49 €**  
[Add to Cart](#)

**BestWatch S-line Active fitness tracker** **29,99 €**  
[Add to Cart](#)

## Search Analytics

Search Revenue



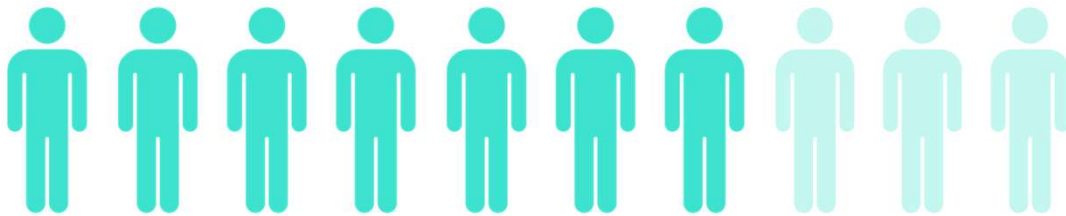
A/B Testing

# 2024 Search Trends

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# 70%

of retailers say **Personalization** is an important part of their **E-commerce strategy**.



Source: Coleman Parkes, B2C  
E-commerce Site Search Trends 2024  
Countries surveyed: US, DE, UK, FR, AU



# What is the role of AI in search?



Improving search result accuracy

51%

User intent understanding

31%

Business results at scale

26%

Reduce manual merchandizing work

23%

Source: Coleman Parkes, B2C  
E-commerce Site Search Trends 2024  
Countries surveyed: US, DE, UK, FR, AU

**AI Search Is Here**

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# Text Search

women's smart watch



Results shown 60

Sort by Relevance



Full HD (1080p) Extra LED Smart Television

325,29 €

Add to Cart



Robot Smart Vacuum Cleaner WIFI Function

89,99 €

Add to Cart



Elegant Pink Women's Watch Classic Design

17,39 €

Add to Cart



Smart Home WIFI Camera System

49,99 €

Add to Cart

# Vector Search

women's smart watch



Results shown 60

Sort by Relevance



Elegant Diamond Smart Watch with Touch Screen

**213,39 €**

[Add to Cart](#)



Waterproof Fitness Tracker

**169,99 €**

[Add to Cart](#)



Wireless WIFI Pink Smart Watch for Women

**120,39 €**

[Add to Cart](#)



Fitness And Health Tracker

**132,99 €**

[Add to Cart](#)



# Text Search

dres chłopięcy



SZUKASZ: 'DRES CHLOPIECY'

2

Sortuj:

Trafność



czapka zimowa  
chłopięca

**19,99 PLN**

Dodaj do koszyka



czapka zimowa  
chłopięca

**19,99 PLN**

Dodaj do koszyka

# Vector Search

dres chłopięcy



SZUKASZ: 'DRES CHLOPIECY'

60



Sortuj:

Trafność



spodnie dresowe  
joggery chłopięce

**89,99 PLN**

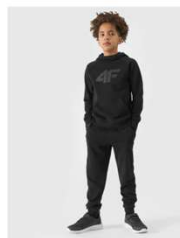
Dodaj do koszyka



bluza dresowa  
nierozpinana chłopięca

**99,99 PLN**

Dodaj do koszyka



spodnie dresowe  
joggery chłopięce

**89,99 PLN**

Dodaj do koszyka

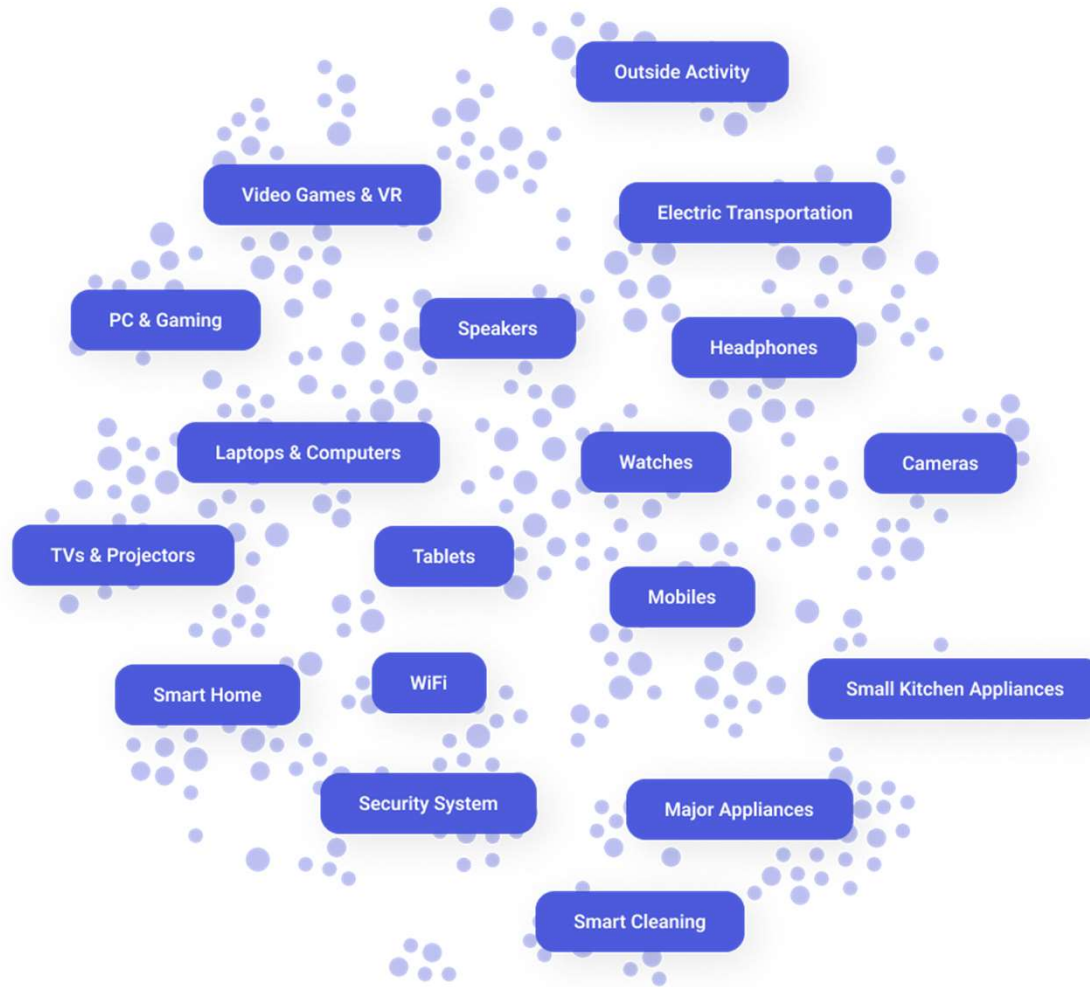


spodnie dresowe  
joggery chłopięce

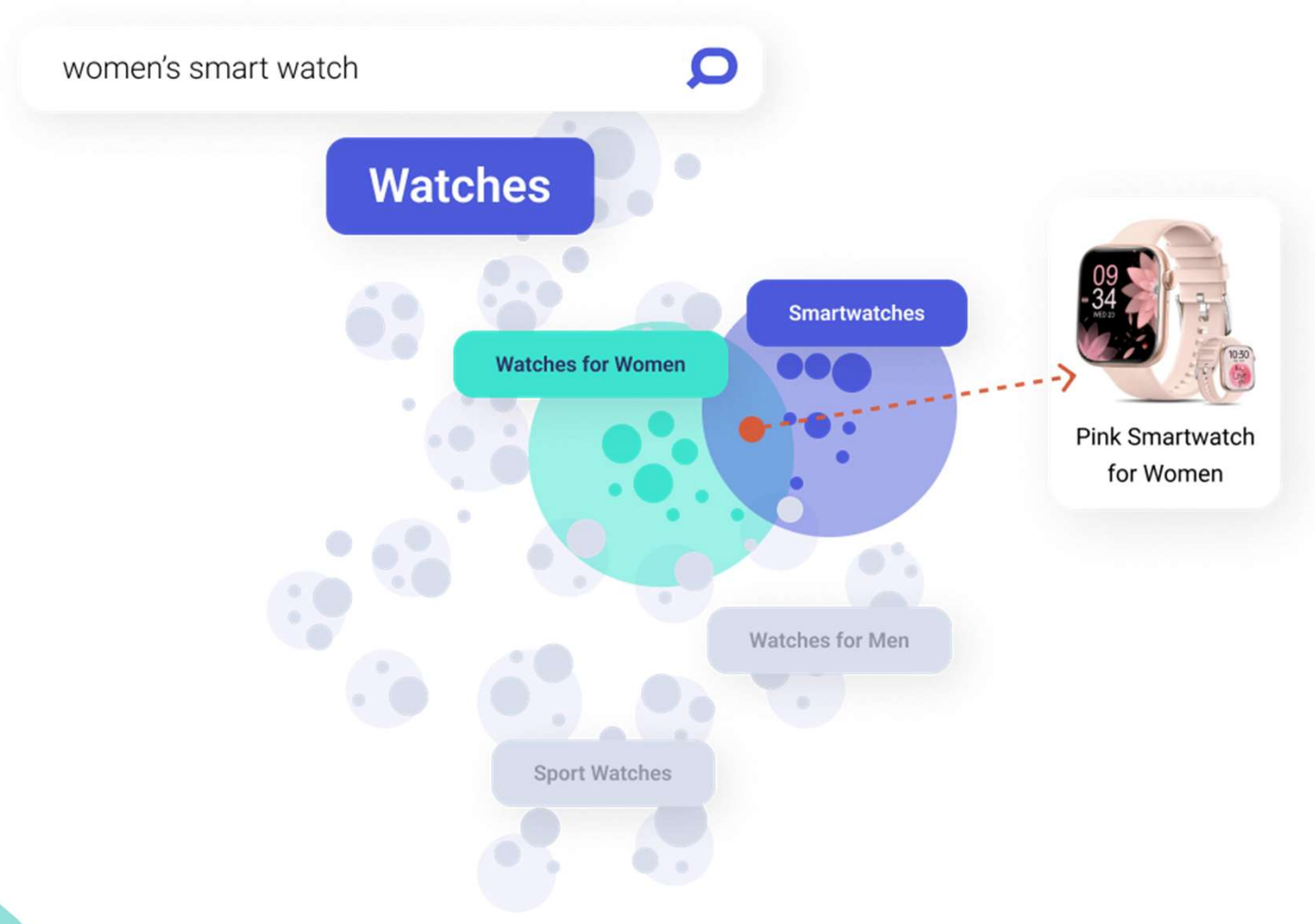
**89,99 PLN**

Dodaj do koszyka

# Vector Search Galaxy

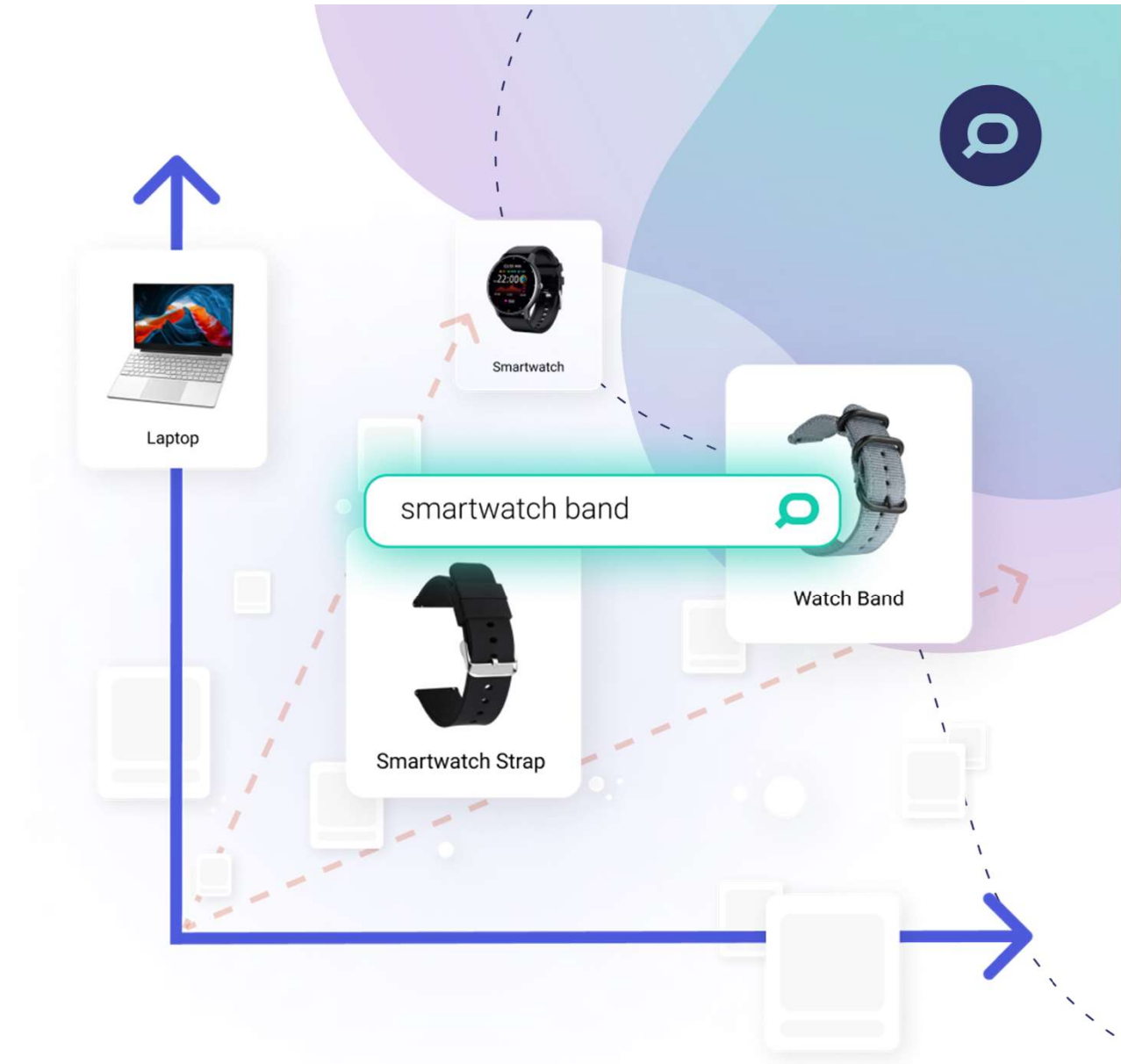


# Search in the Vector Galaxy

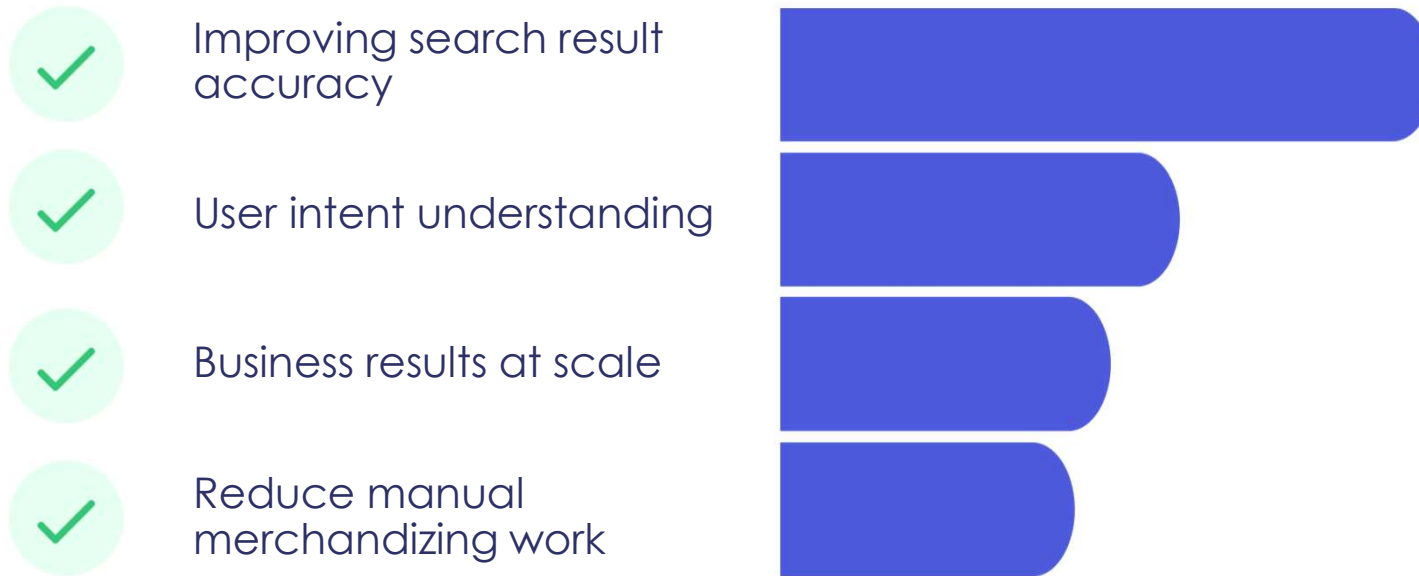


# Vector Search

- Latest development in search technology
- Understands a wider range of queries
- Returns more relevant results
- Mathematical representation of language



# AI Search Helps with All These

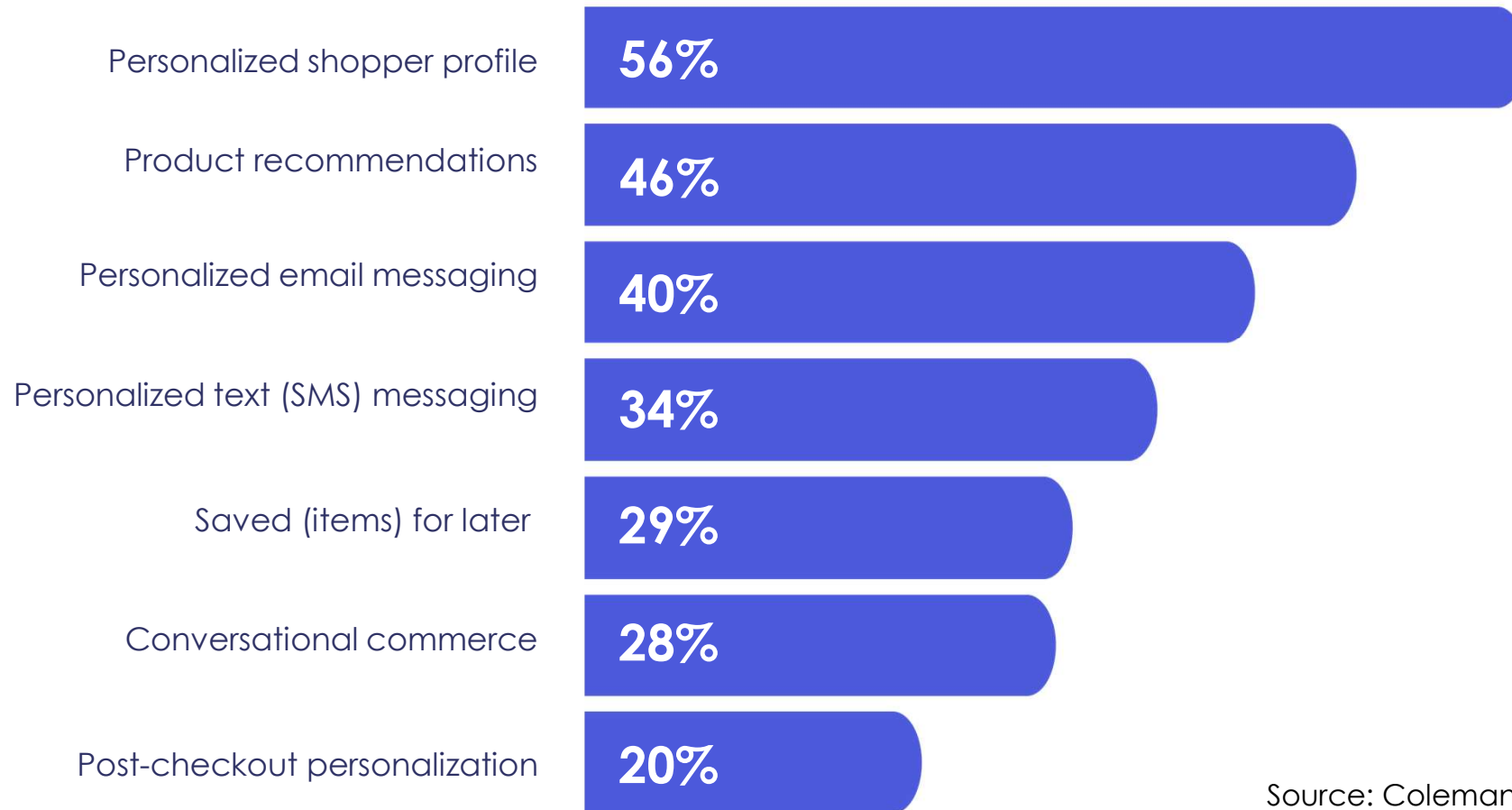


Source: Coleman Parkes, B2C  
E-commerce Site Search Trends 2024  
Countries surveyed: US, DE, UK, FR, AU

# Personalization

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# Which Types Of Personalization Do You Use?




Source: Coleman Parkes, B2C  
E-commerce Site Search Trends 2024  
Countries surveyed: US, DE, UK, FR, AU











# No Personalization

sneakers 

Price    
 Type    
 Color    
 Size    
 [Show more filters](#)

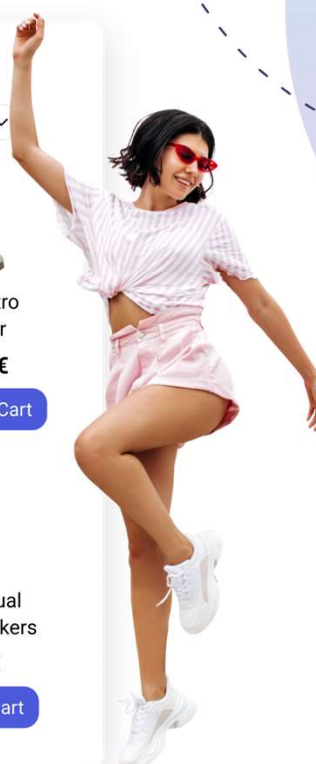
2,163 results found for 'sneakers'

Results shown 24  Sort by Relevance

 Pink & Black Athletic Sneaker for Women 33,55 € <a href="#">Add to Cart</a>	 White Platform Fashion Sneakers 29,99 € <a href="#">Add to Cart</a>	 Black Jaguar Print Jogging Sneaker 43,79 € <a href="#">Add to Cart</a>
 Teal Bottom Grey Running Shoes 36,79 € <a href="#">Add to Cart</a>	 Run Red Sneaker for Women 64,99 € <a href="#">Add to Cart</a>	 Shiny Stones Street Wear Shoes 27,26 € <a href="#">Add to Cart</a>



# Personalized Search Results



sneakers







2,163 results found for 'sneakers'

Results shown 24

Sort by Relevance






Price Type Color Size

Show more filters

 Pink & White Sneaker for Women 53,45 € Add to Cart	 Chunky Wide Beige Sneaker 39,99 € Add to Cart	 Women's Retro Style Sneaker 42,29 € Add to Cart
 Pure White Urban Style Sneaker 46,19 € Add to Cart	 Old School White Sneaker 34,99 € Add to Cart	 Platform Casual Lace Up Sneakers 37,29 € Add to Cart

# 1:1 Search Personalization with CDP



Original Rank	Product	Size	Brand	Color
1		35	Nike	White
3		35	Nike	Black
5		35	Adidas	White
2		35	Adidas	Blue
4		27	Nike	Blue

# AI in Product Recommendations

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# Image Similarity



## Men's Pink Short Sleeve Striped Regular Fit Shirt

★★★★☆ 4.5 (348)

- Short sleeve
- Regular fit
- 100% cotton
- Made in USA

In stock

**34,99 €**

[Add to Cart](#)

### Similar looking products



Men's organic cotton striped shirt

**24,99 €**

[Add to Cart](#)



Striped cotton jersey polo shirt

**32,99 €**

[Add to Cart](#)



Pink striped polo shirt for men

**28,99 €**

[Add to Cart](#)



# Vector Recommendations



## Wireless WIFI Pink Smart Watch for Women

★★★★★ 4.5 (348)

- Screen size: 1.85 inches
- Screen resolution: 240X280
- System requirements: Support Android 5.1 and above, IOS 8.2 and above mobile phones, support Wireless 4.0
- Battery capacity: 250mAh

In stock

**120,39 €**

[Add to Cart](#)

### Recommended for you



Elegant Smart Watch with Touch Screen

**213,39 €**

[Add to Cart](#)



Waterproof Fitness Tracker

**169,99 €**

[Add to Cart](#)



Fitness And Health Tracker

**132,99 €**

[Add to Cart](#)



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Thank you

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