



Reflektion Preview Search



Reflektion

Instantly showcase hyper-targeted products with every search interaction, powered by AI and NLP for incredibly individualized customer engagement

Benefits

- + Drive revenue per search
- + Elevate time-on-site and visitor return rate
- + Reduce merchandiser effort

Features

- + AI-enabled hyper-personalization based on interest and intent
- + Featured products on first-click in search box
- + Visual and textual product / category suggestions
- + Contextual, retail natural language search
- + Merchandising rules and scheduling
- + Split testing (A/B, Multivariate) and analytics
- + JavaScript or API integration

What if you could display the most relevant products to your visitors, from the first click, and continually deliver incredibly personalized recommendations while they engage? And what if your shoppers could search smarter using familiar, natural, retail terms and phrases? What if your merchandisers and marketers could spend less time managing rules, and more time optimizing?

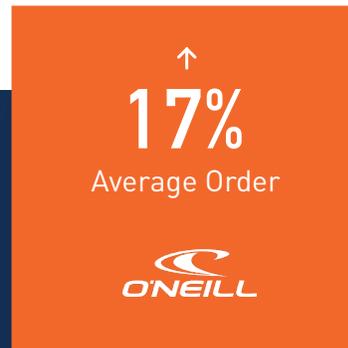
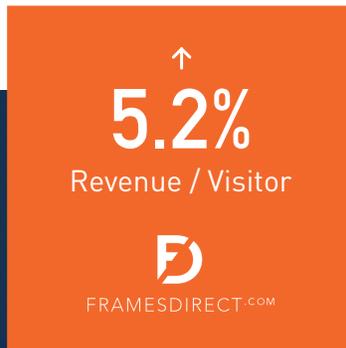
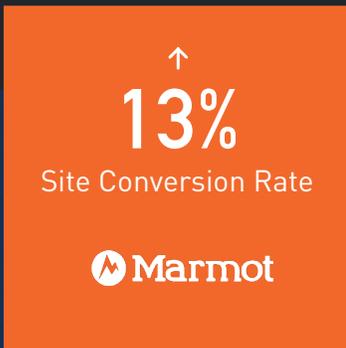
The fastest way to deliver individualized preview search

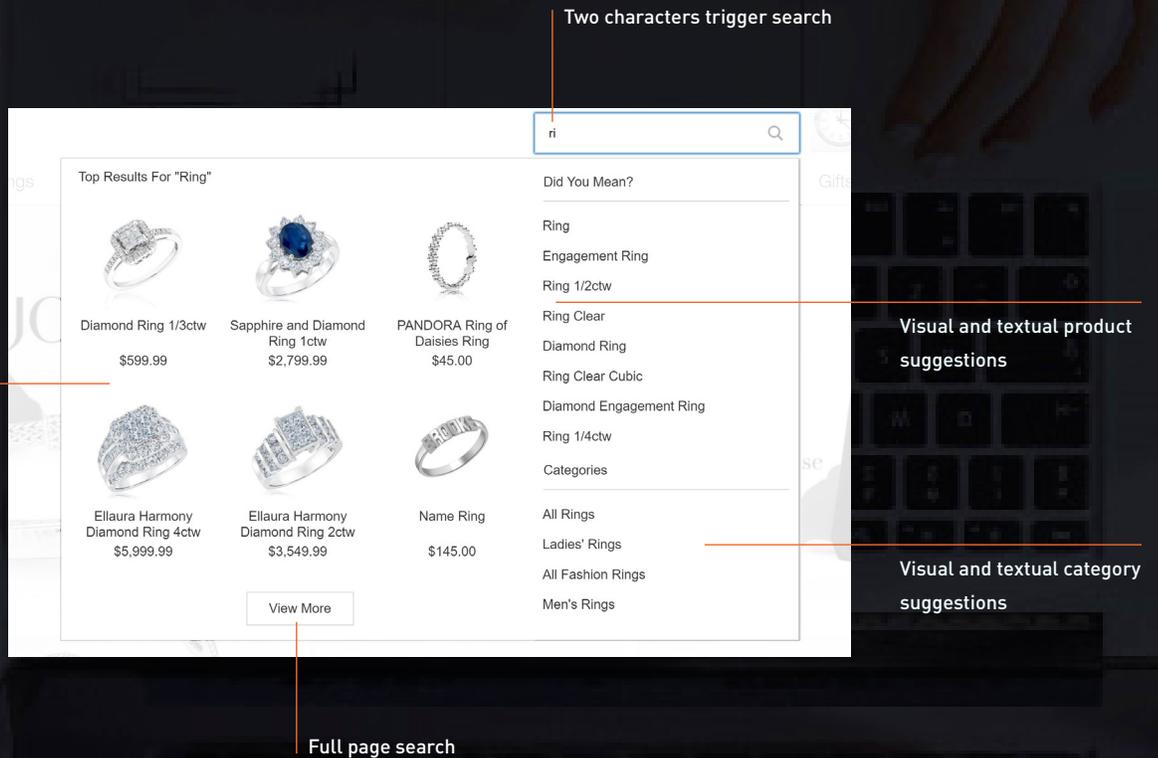
Adding cutting edge AI-powered visual preview search to your site has never been easier—it's now a simple-to-add JavaScript tag that works with your site's design. A first-click products area delivers a new 1:1 way to display your products. Reflektion's deep natural language processing understands every retail query nuance. With blazing fast query speed, visual autofill, and smart images that display while visitors type, Preview Search drives shopping cart loading, time-on-site, visitor return rate, and revenue per search.

Powered by a platform that's continually getting smarter

Preview Search is a module of Reflektion's Customer Engagement Platform, applying purpose-built AI that's continuously uncovering hidden links between products, visitors, and their preferences to enable individualized search results. Easy-to-configure rules provide total product and category, keyword, ranking, and display control. Split testing and analytics enable intuitive data-driven optimization.

Preview Search unifies with Full Page Search for an end-to-end 1:1 search experience.





Continuously refreshed hyper-targeted results

Two characters trigger search

Visual and textual product suggestions

Visual and textual category suggestions

Full page search



First-Click Individualization

Showcase the right products on the first click. Preview Search instantly provides visual and textual suggestions, all based on AI-powered personalization and your own merchandising rules.



AI-Powered Personalized Search

Reflektion's AI immediately prioritizes results based on individual visitor profile, demographics, recent visits, session intent, propensity to buy and other data points to maximize conversion and revenue.



Flexible Merchandising Rules

Easily boost, bury, and pin products and categories based on needs like seasonality. Product attribute weightings provide full contextual control for how products are ranked.



Real-Time Autocomplete Suggestions

While your visitor interacts, Preview Search continually prioritizes results, providing personalized, relevant product and category images and suggestions that engage.



Deep Retail Natural Language Search

Our search knows retail, including pricing, sales, promotion, product sizing, synonyms, adjectives, and modifiers—so you can return more relevant answers to visitors' natural language queries.



Complete Search And SEO Optimization

Optimize your site by conducting experiments that split traffic based on different keyword factors like relevance and weights. Analytics visualize the impact of individualized search on your funnel.