



WHAT DO THEY WANT?

OPTIMIZING SEARCH WHEN
USERS ENTER BROAD TERMS

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From: Wisconsin

Currently Live: Chicago, IL

Education: Marketing

Career Path: Merchandiser > Analyst > Product Owner

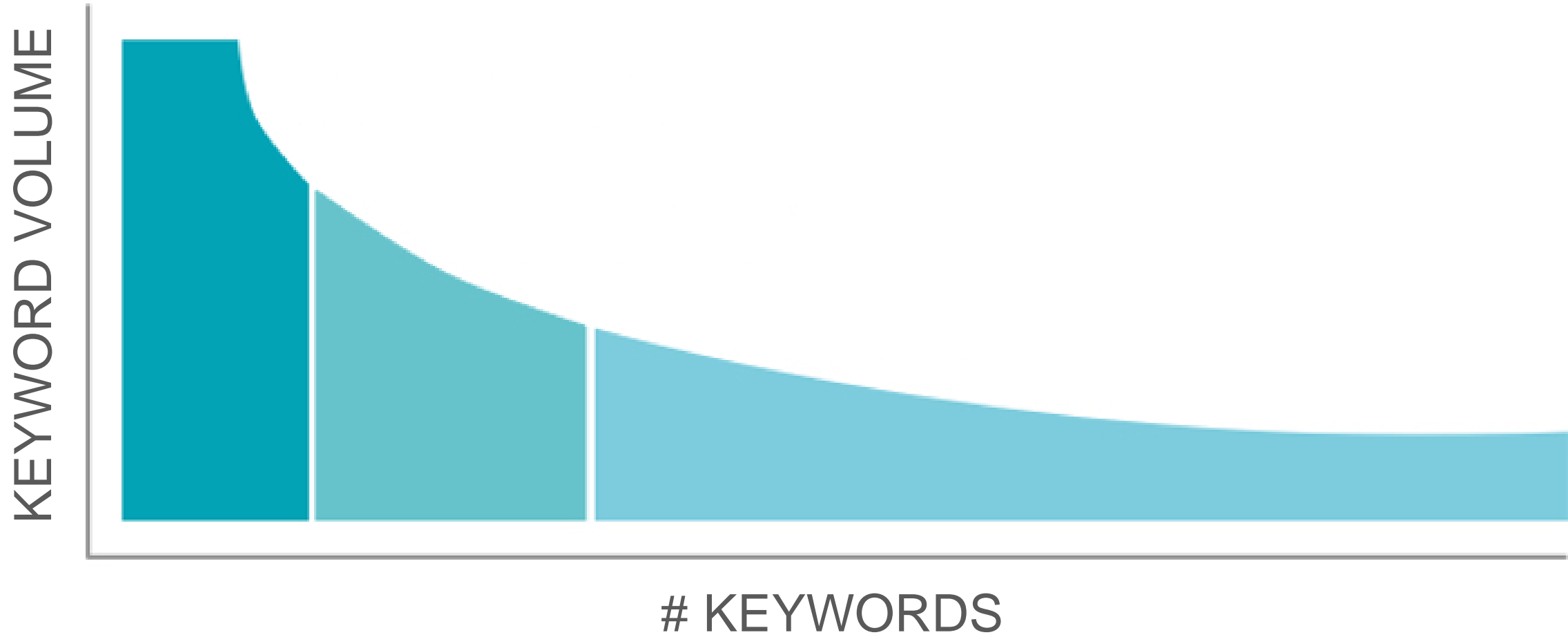
Industries: B2C Retail, Grocery, B2B Maintenance, Medical

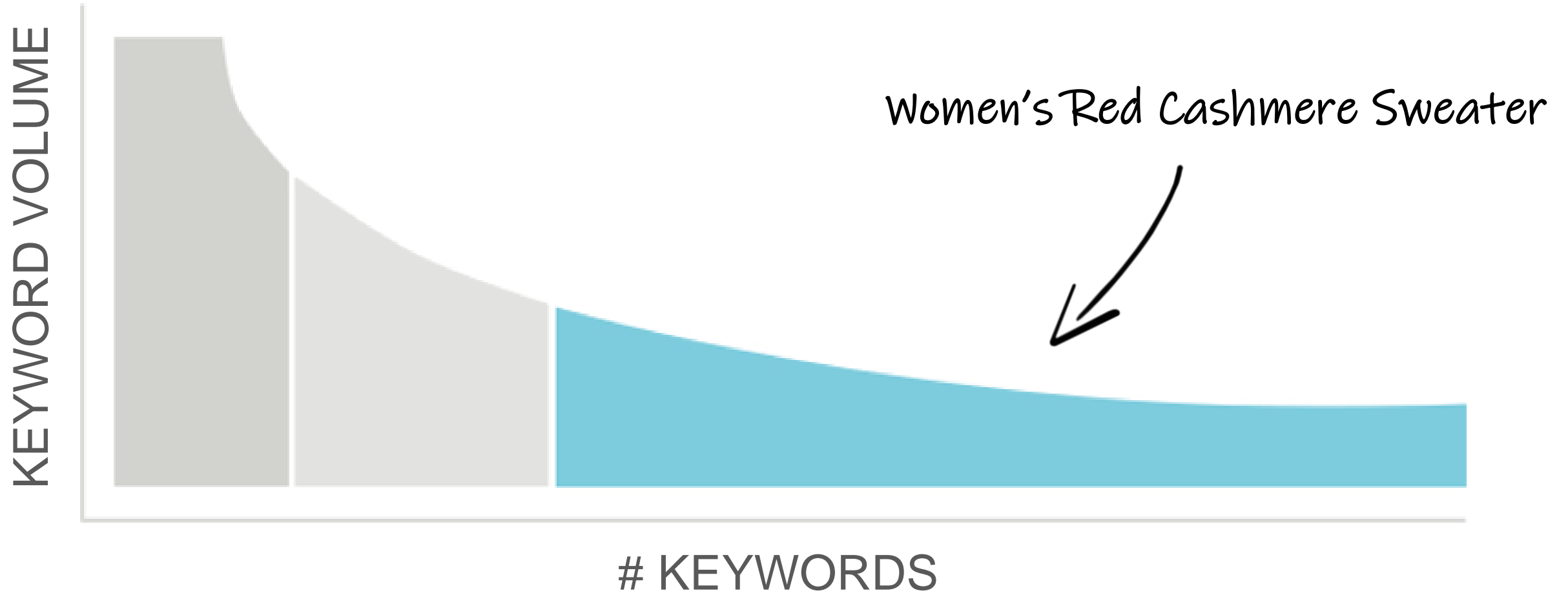
Current Role: Sr. Product Owner, Search at Medline

Interests: Mountain Biking, Hiking, Traveling, Reading



WHAT'S A BROAD SEARCH?





Sweater



KEYWORD VOLUME



KEYWORDS

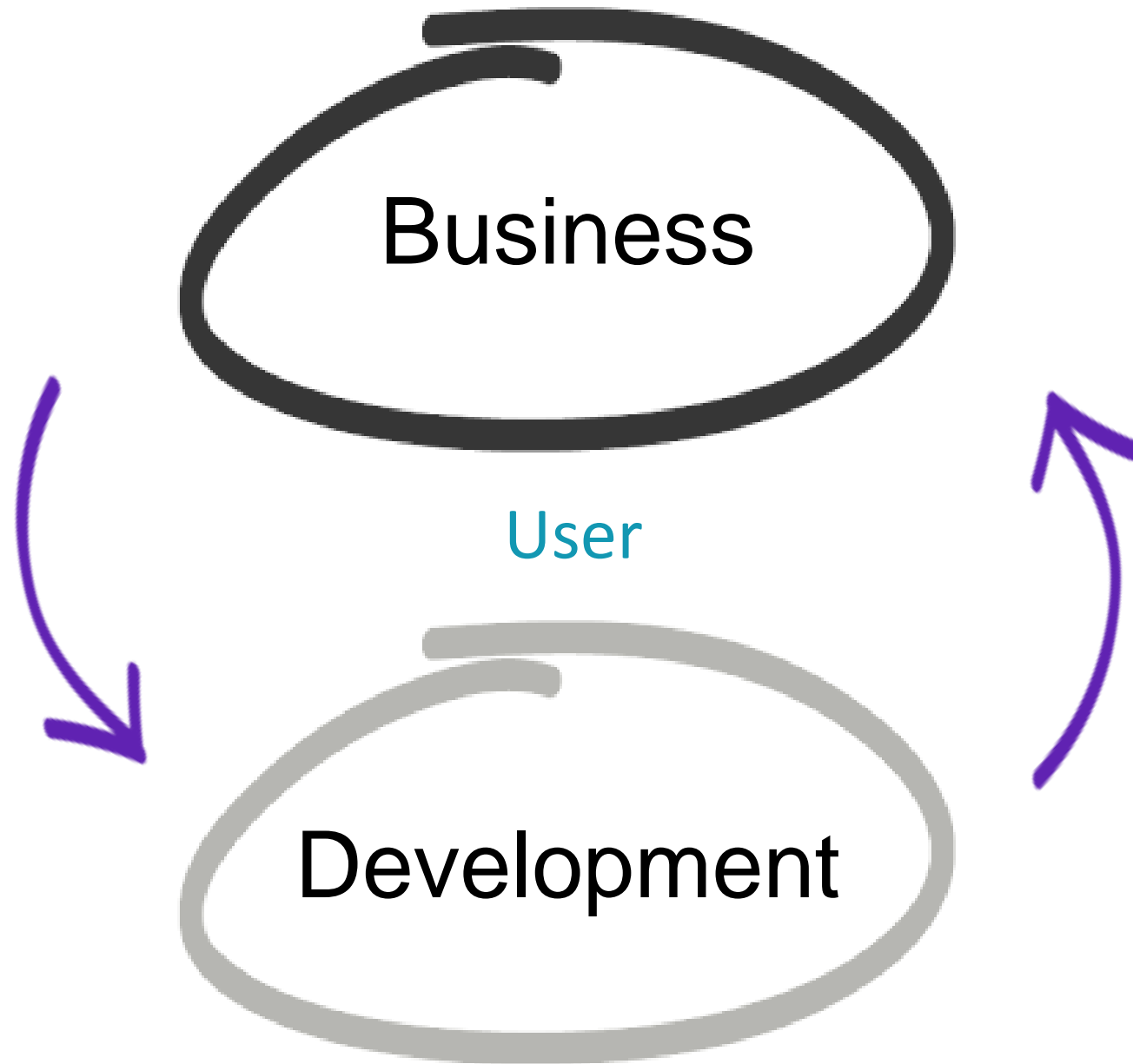
Lisa, Why Do YOU CARE?



VIDEO



Lisa, why SHOULD I CARE?



Tackling Broad Searches

- ✓ Determining Intent
- ✓ 3 Ways to Optimize
- ✓ Measure & Adjust

Use Case Example: Scrubs



Definition of 'scrubs'

scrubs

in American English

(skrʌbz 🔊)

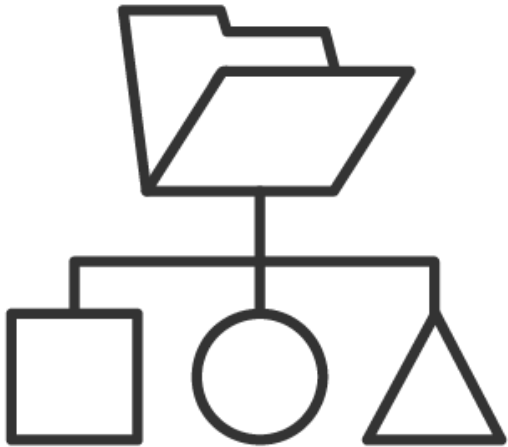
US

PLURAL NOUN

Informal

sterile clothing worn as by doctors and nurses during surgery, childbirth,

Determining Intent



Assortment



Behaviors



Users

Assortment

Intent Determined

Single Exact Match

Intent Not Determined

scrubs



Home

Scrubs

Lab Coats

Scrub Pants

Scrub Tops

scrubs



Home

Apparel

Beauty

Scrubs

Cleansers

Scrub Pants

Face Scrub

Scrub Tops

Body Scrub

Behaviors

80/20 Rule

Intent Determined

scrubs



Item Ordered	# Orders
Medium scrub pants, blue	1500
Large scrub top w/ pockets	1200
Small scrub v-neck top	1000
Skin scrub, 10 oz	50

Refined Terms	# Searches
women's scrub tops	1500
men's scrub pants	1200
blue scrub pants	1000
oatmeal body scrub	50

Intent Not Determined

scrubs



Item Ordered	# Orders
Medium Scrub pants, blue	800
Vanilla facial scrub, 1 oz	780
Dove oatmeal body scrub	740
Green scrub tops, small	700

Refined Terms	# Searches
medium scrub tops	500
teen face scrub	490
oatmeal body scrub	450
men's scrub pants	430

Users

Individuals

Intent Determined

Intent Not Determined

scrubs



Name: Jill Jones
Role: Nurse
Market: Hospital

Past Purchases



ComfortEase Women's V-Neck Tunic Scrub Top with 2

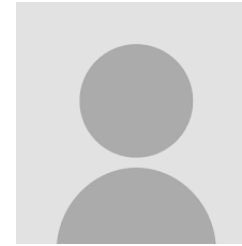


ComfortEase Unisex Reversible Scrub Pants with Drawstring



AngelStat Unisex Reversible V-Neck Scrub Top with 4 Pockets

scrubs



Name: John Doe
Role: Unknown
Market: Unknown

Past Purchases

Intent Assumptions for Examples



Intent Determined

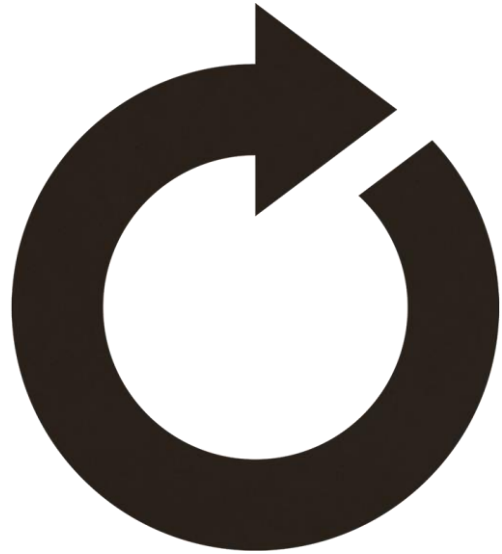
- ✓ **Assortment** indicates only have apparel
- ✓ **Behavior** indicates purchases apparel the most
- ✓ **User** past purchases were for apparel



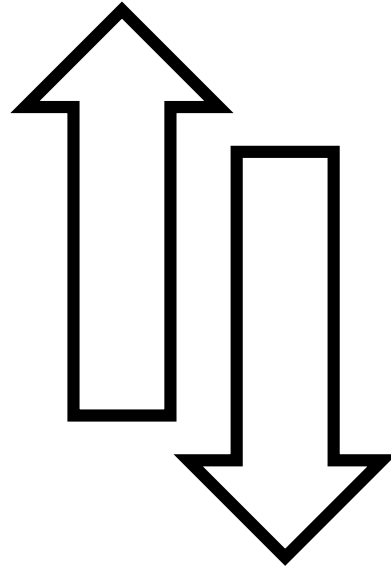
Intent Not Determined

- ✓ **Assortment** indicates mix of apparel and beauty available
- ✓ **Behavior** of refined searches equally for apparel and beauty
- ✓ **User** past purchases were unknown

3 Ways to Optimize



Recall



Ranking



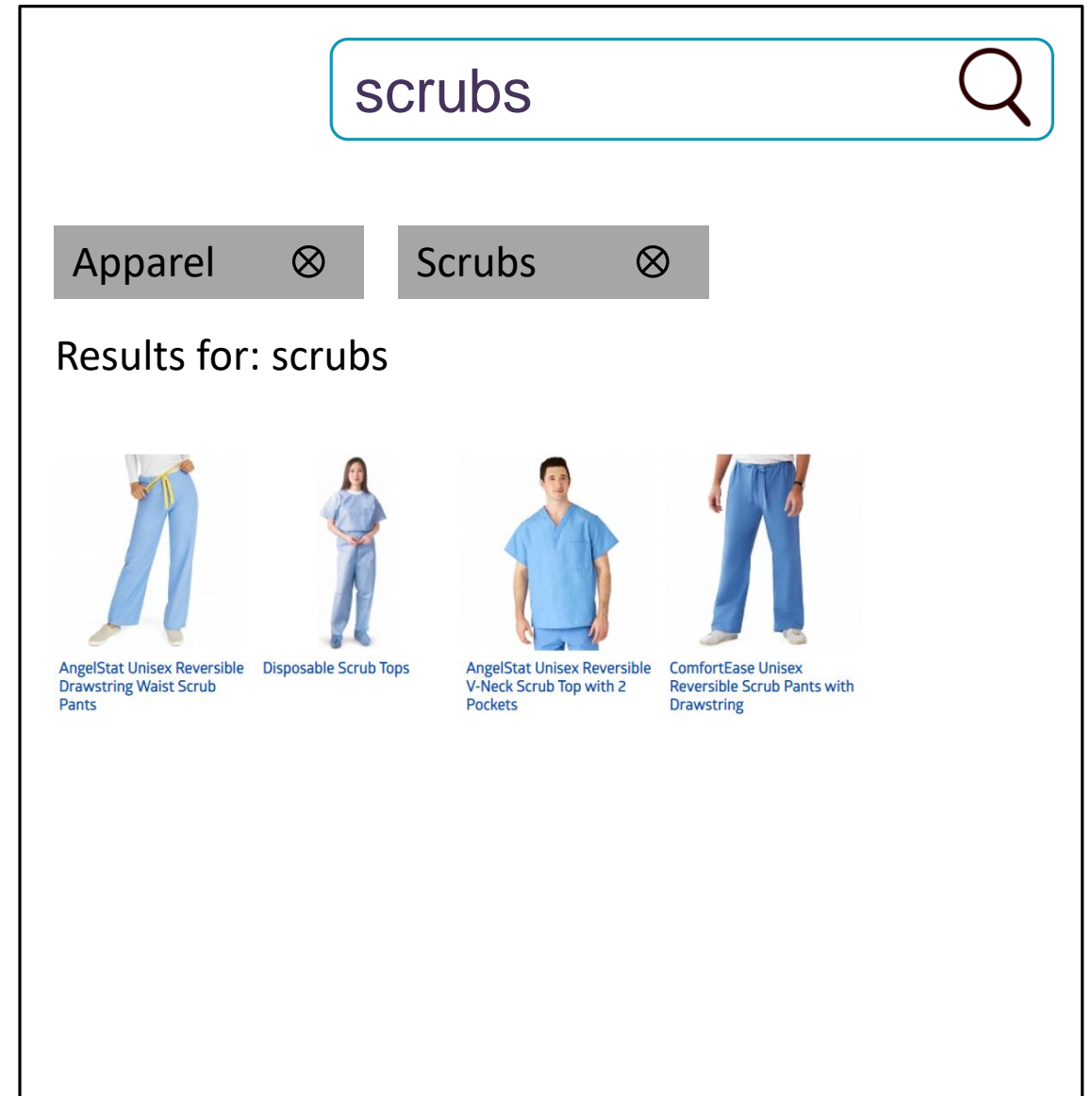
Navigational

Recall – Intent Determined

Return the right **type** of products.

Optimizations

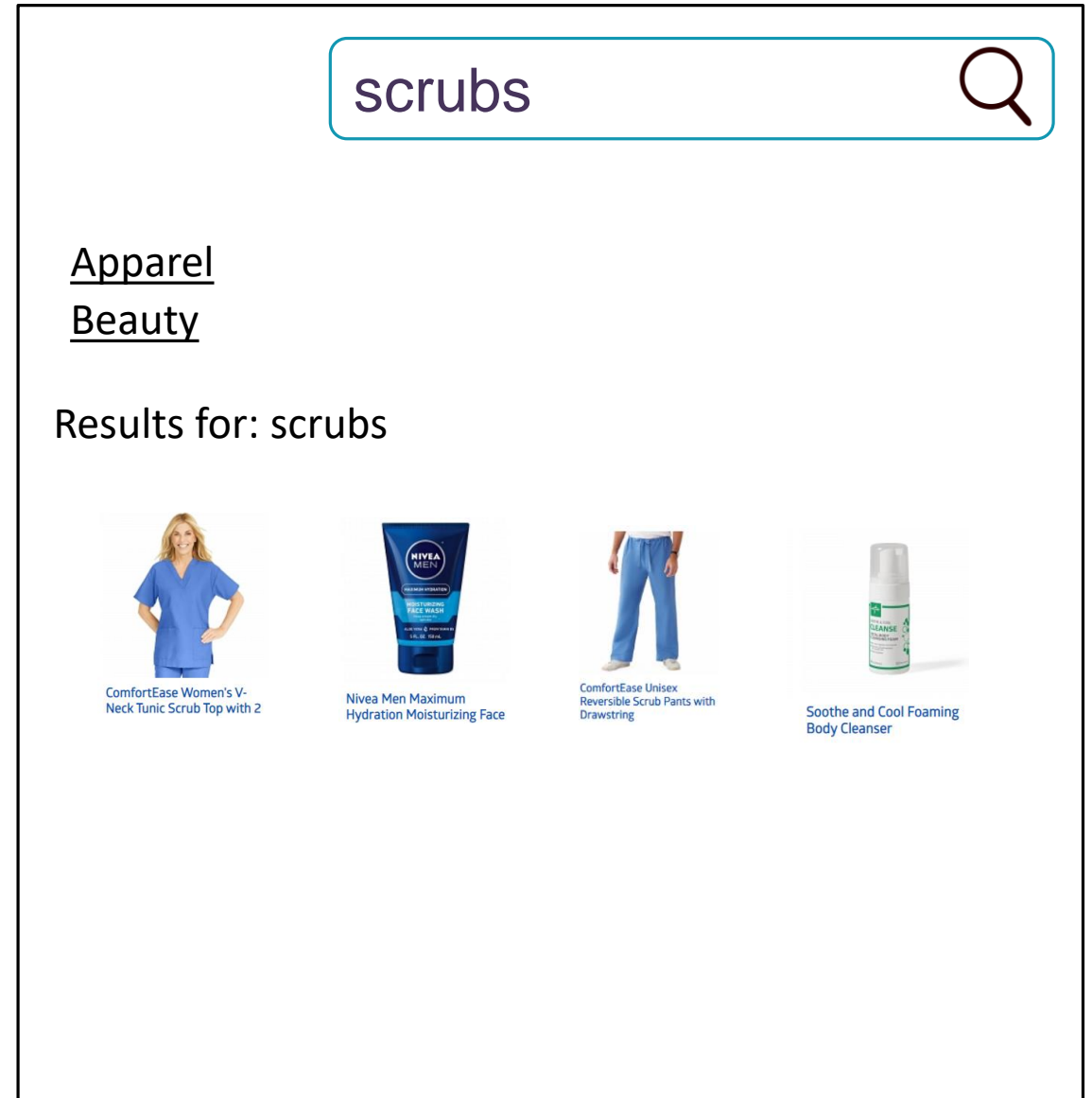
- ✓ Pre-filter
- ✓ Redirect



Return the right **mix** of products.

Optimizations

- ✓ Return All Results (?)
- ✓ Utilize Ranking
- ✓ Utilize Navigational

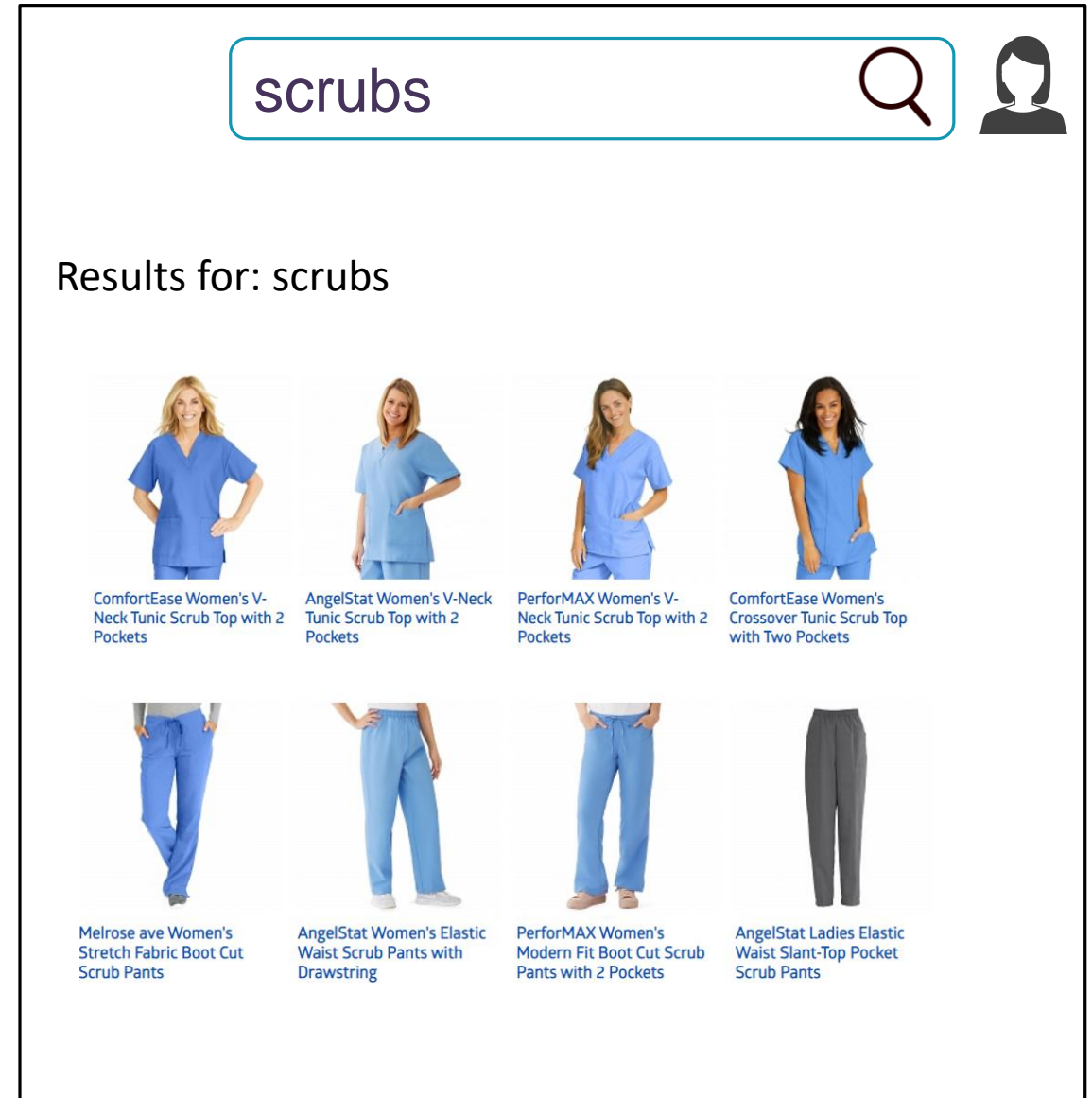


Ranking – Intent Determined

Rank products in a **specific** order.

Optimizations

- ✓ Show primary **type** first
- ✓ Rank based on behavior or user preferences





Ranking – Intent Not Determined

Rank products to create visibility to **breadth**.


Optimizations

- ✓ Show a mix
- ✓ Represent best sellers
- ✓ Merchandise


 

Apparel
Beauty


Results for: scrubs




ComfortEase Women's V-Neck Tunic Scrub Top with 2




Nivea Men Maximum Hydration Moisturizing Face




ComfortEase Unisex Reversible Scrub Pants with Drawstring




Soothe and Cool Foaming Body Cleanser




PolyPro Scrub Brush



Melrose ave Women's Stretch Fabric Boot Cut Scrub Pants



Light Duty Scrub Sponges by Waxie Sanitary



AngelStat Ladies Elastic Waist Slant-Top Pocket Scrub Pants

Top Seller

Navigational

Intent Determined

Intent Not Determined

scrubs



Shop Scrubs by Type



Women's Tops



Women's Pants



Unisex Tops



Unisex Pants



Disposable

Display options **specific** to intent

scrubs



Shop Scrubs by Type



Apparel



Facial Cleansers



Body Scrubs



Scrub Brushes

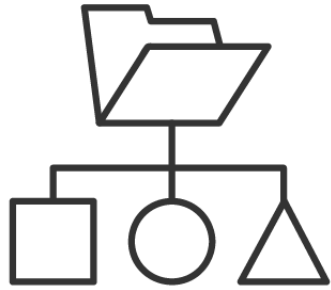


Sponges

Display options that **create** intent

Optimization Logic

(test weightings of intent in algorithms)



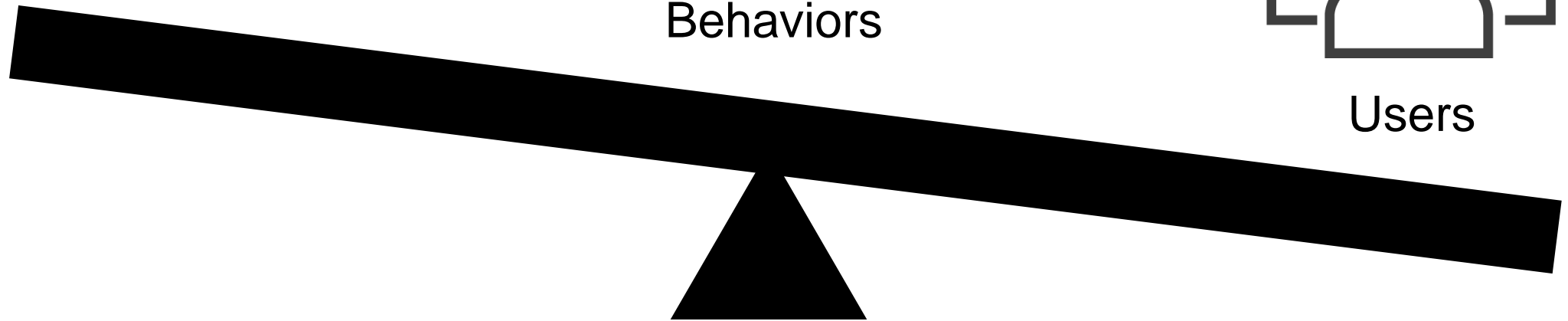
Assortment



Behaviors



Users



Measure & Adjust



Clicks



Carts



Conversions

Metric Indicators



Clicks



Carts



Conversion

Right **types** of products, right **exact**
products, meets **purchase expectations**

Generate positive feedback loop to results

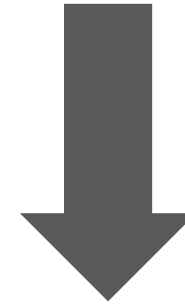
Metric Indicators



Clicks



Carts



Conversion

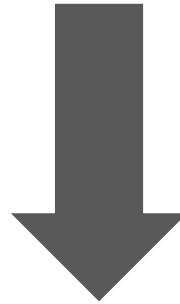
Right **types** of products, right **exact**
products, doesn't meet **purchase**
expectations (price, inventory)

Start business investigation

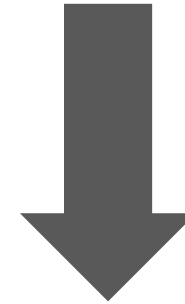
Metric Indicators



Clicks



Carts

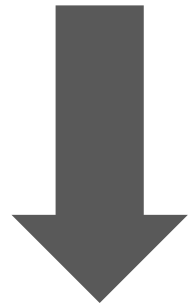


Conversion

Right **types** of products, not the right
exact products.

Generate a negative feedback loop to results

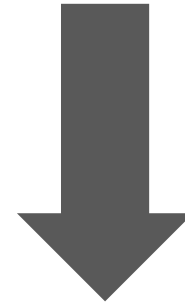
Metric Indicators



Clicks



Carts



Conversion

Not the right **types** of products.

Generate a negative feedback loop to results

Conclusion



Determine Intent

Look at assortment, behaviors and user preferences to help determine the intent of broad terms.



Optimize

Adjust the recall & ranking and introduce navigational elements to get the users to what they want.



Measure & Adjust

Capture clicks, carts and conversion to understand what's working and what's not. Adjust as needed with feedback loops.





Thank You

QUESTIONS