



Shopify and Klevu Search & Discovery



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#KlevuAi

www.klevu.com

Importance of an Engaging Search Experience

All
Visitors
Average

13%

Add to Bag



imrg

Search
Users
Average

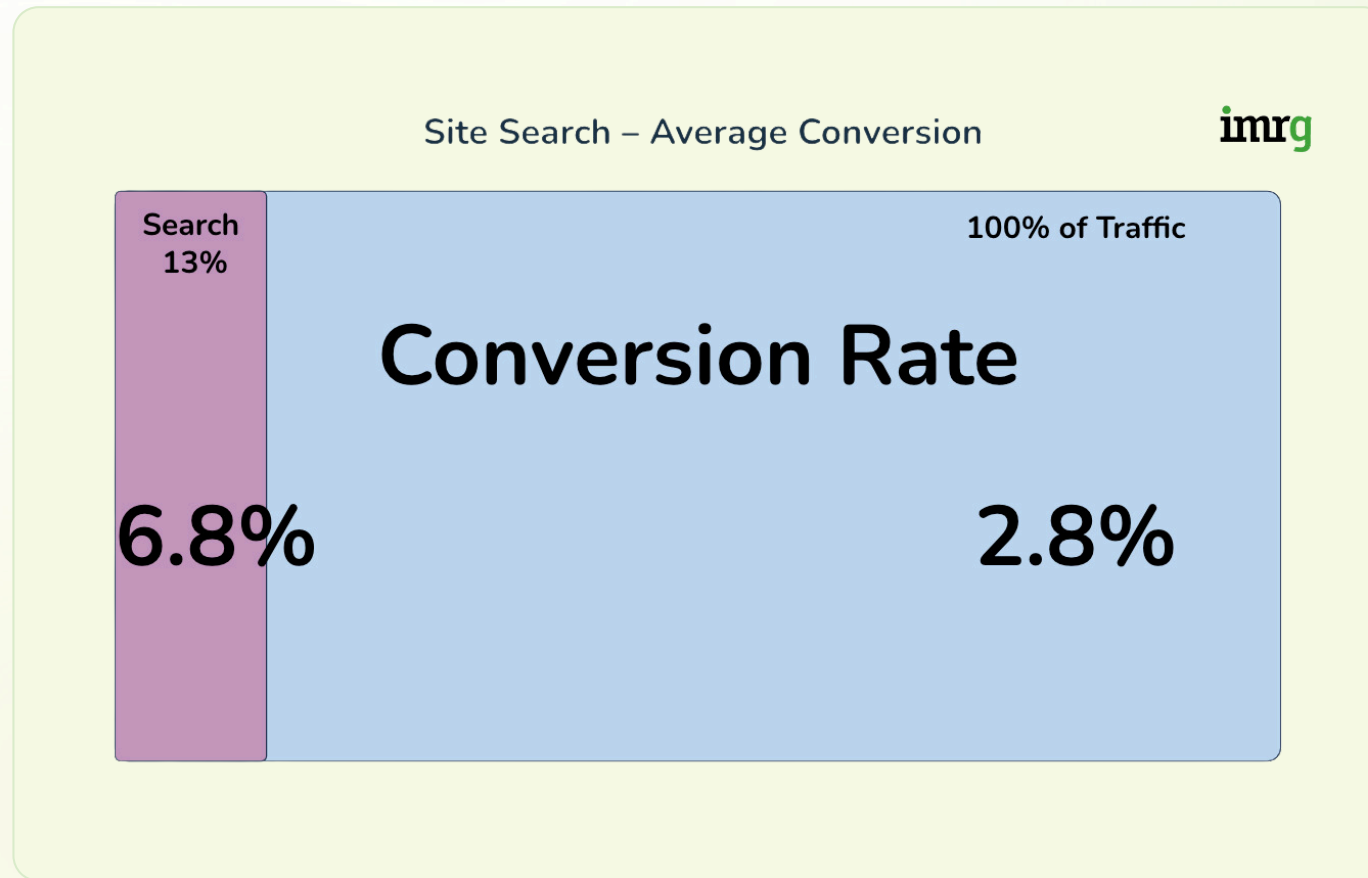
23%

A recent study conducted by IMRG in collaboration with Klevu highlights the significant impact of site search on conversion rates.

According to this research, users who engage with site search convert at a much higher rate. While the average add-to-basket rate for all visitors sits at 13%, users who utilize site search achieve an impressive 23% add-to-basket rate. This indicates that those who use site search are more intent-driven and likely to complete their purchase.

Importance of an Engaging Search Experience

Site search users, despite making up only 13% of total traffic, account for 6.8% of conversions, compared to the 2.8% overall traffic conversion rate.



This stark difference, as identified in the IMRG-Klevu study, showcases the power of optimizing site search to drive substantial revenue, as search users also contribute to 31% of total revenue despite the smaller rate of usage.



The Shopify ecosystem is vast, and offers businesses a wealth of choice for many different parts of the shopper journey. Knowing when to invest in a 3rd party application or experiment with Shopify native functionality is an important decision. With search being an essential part of any ecommerce site's conversion metrics, it's important to investigate thoroughly.

Klevu's AI-powered capabilities shine on Shopify when it comes to handling complex queries, managing large inventories, and integrating seamlessly with platforms like Klaviyo for advanced personalization. For merchants, this translates to better search accuracy, enhanced control, and a more engaging experience that ultimately leads to higher conversions and greater ROI.

This brochure provides clear insights about what Shopify native Search & Discovery offers, and what additional benefits and features businesses will get by using Klevu.

Highlighting the importance
of investing in the right tool
for you.

“
Klevu can solve challenges for
merchants of all sizes—whether
you’re a small team needing
automation or a large brand
managing complex inventories.
”



Pete Robertshaw
Head of Consultancy at Space48

Key Learnings & Stats

If your business requires high-level search performance, deeper merchandising control, and advanced personalization, Klevu can enhance Shopify's native capabilities driving sales and enhancing customer satisfaction.

Error Handling & Accurate Search Results

Klevu's natural language processing (NLP) is designed to handle complex queries and deliver the most accurate and relevant results, ensuring that even slight errors or nuanced phrases don't lead to missed revenue opportunities.

Better Conversion Rates

Merchants using Shopify and Klevu saw up to a 64% increase in conversion rates for recommended products.

Centralized Merchandising Site-Wide

Merchants using the whole suite of Klevu AI solutions including Search, Product Recommendations, and Category Merchandising, benefit from enhanced conversions site-wide.

Enhanced Merchandising Control

Advanced Klevu features like dynamic boosting and rule-based pinning help optimize large catalogs. Visual merchandising, including for multiple markets, brings joy to merchandising teams.

Personalization

Klevu offers 1:1 personalization, as well as seamless integration with Klaviyo to drive targeted, personalized recommendations, boosting engagement.

How does Klevu enhance Shopify's native search and discovery features?

Find out on the following pages.

Features At-A-Glance

Feature	Shopify Native	Klevu
Search Accuracy	Basic keyword matching	High NLP accuracy
Personalization	Limited	Advanced
Automatic Synonym Handling	Manual setup	Yes, as well as automated injection of contextually aware synonyms
Banner Management	No	Yes
Product Recommendations	Limited	Yes
Advanced Product Pinning	Limited	Unlimited Pinning
Price Relativity Understanding	No	Yes
Catalog Size Handling	Up to 5000 SKUs	Extended to handle 5 million+ SKUs
Color Normalization	No	Yes
Typo Tolerance	Low	High
Facet Management	Limited	Full control
Analytics	Basic	In-depth insights
Customization	Minimal	High flexibility
Klaviyo Integration	Minimal	Advanced with integration

Search Accuracy

Shopify Search & Discovery

Shopify Search & Discovery uses a combination of keyword matching and basic machine learning to return results.

Klevu AI Search & Discovery

Search Klevu uses advanced natural language processing and machine learning to understand user queries and return the most relevant results. This improves the overall search experience for shoppers.

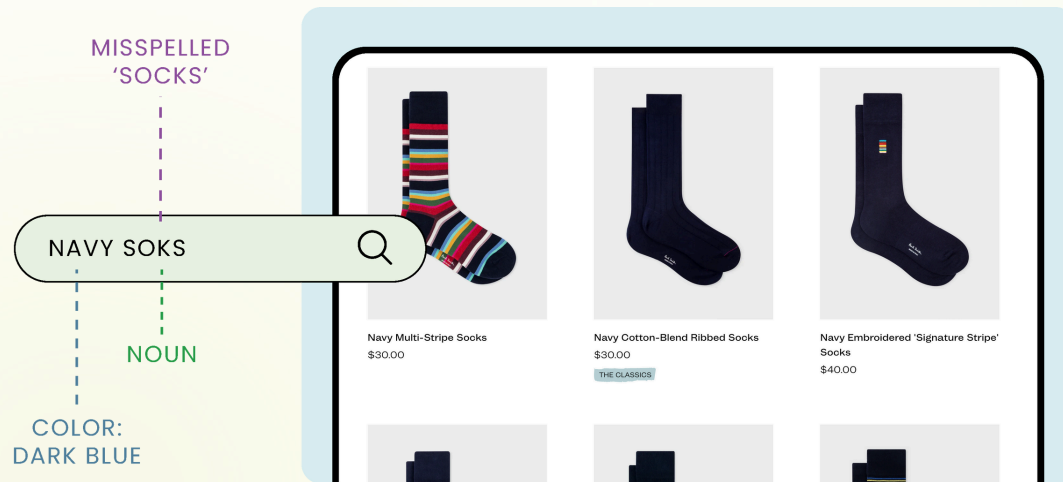
With Klevu, your search engine will process 20% additional search queries correctly, leading to found revenue and conversions.



Automatic Synonym Enrichment

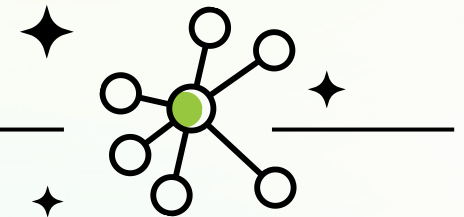
Shopify Search & Discovery

A synonym system is available, and are processed manually by the merchandising team in order for them to be considered for display in search results.



Klevu AI Search & Discovery

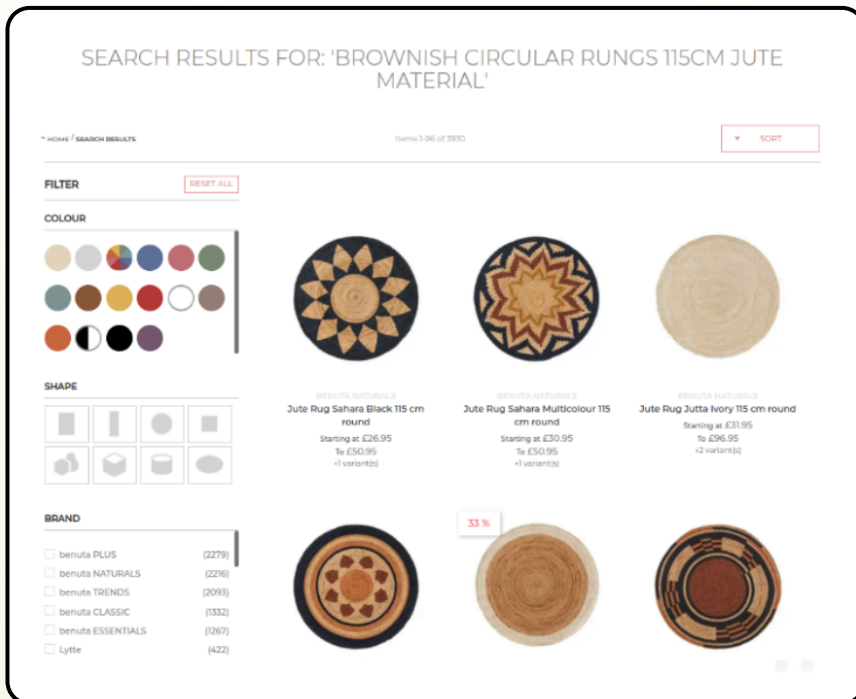
Klevu Search automatically understands synonyms and related terms, so users can search for products using different words or phrases. For example, Klevu understands not just synonyms like "sneakers" for "shoes" but also different inflections, such as "gold" versus "golden" or compound words like "coffee brown" even if the user misspells or alters the phrase order when searching.



Color Normalization

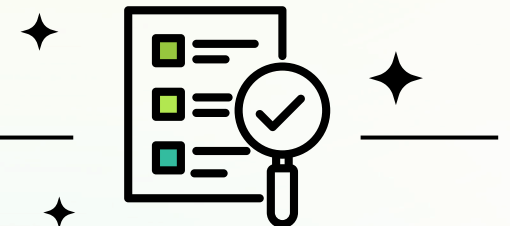
Shopify Search & Discovery

Supports basic color searches based on keywords used, without standardized color normalization.



Klevu AI Search & Discovery

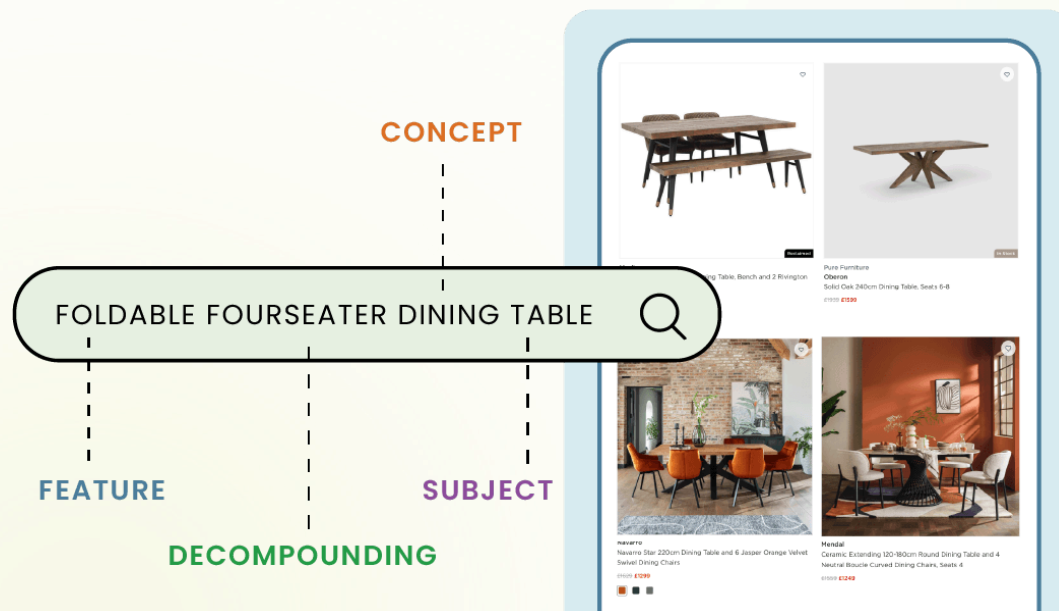
Klevu Search understands color variations. For example, when a user searches for "Brownish circular rugs 115cm jute material," Klevu recognizes "brownish" as a color attribute, and using inflection normalization, shows similar colours like brown, beige and maroon.



De-Compounding Enrichment

Shopify Search & Discovery

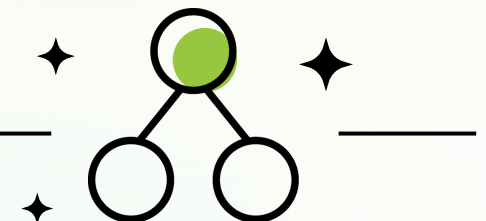
Does not provide built-in support for de-compounding search terms.



Klevu AI Search & Discovery

When a shopper searches for 'Foldable fourseater dining table'. Klevu Search AI understands that the user is looking for a dining table with a seating capacity of 4. Then, Klevu AI breaks down the individual search terms to better understand the query and show appropriate results like this: Fourseater → Four Seater.

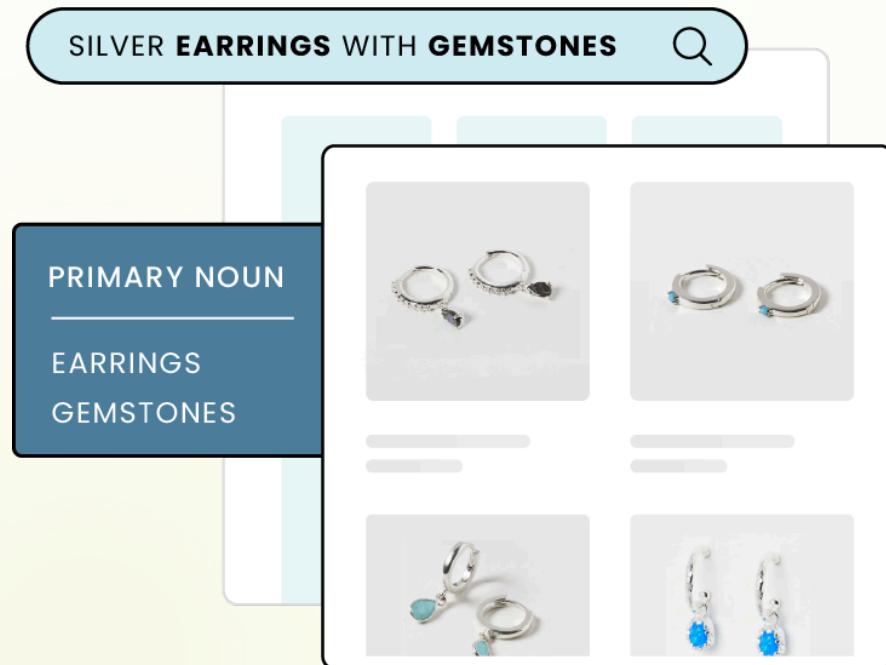
Klevu's ability to decompound complex search terms into meaningful entities is crucial for large catalogs with multi-attribute products, ensuring users find relevant results even when using intricate search phrases.



Product Noun Recognition

Shopify Search & Discovery

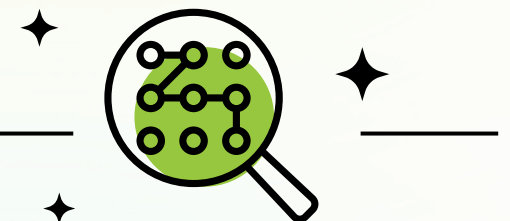
Limited information is available about this feature for Shopify Search & Discovery.



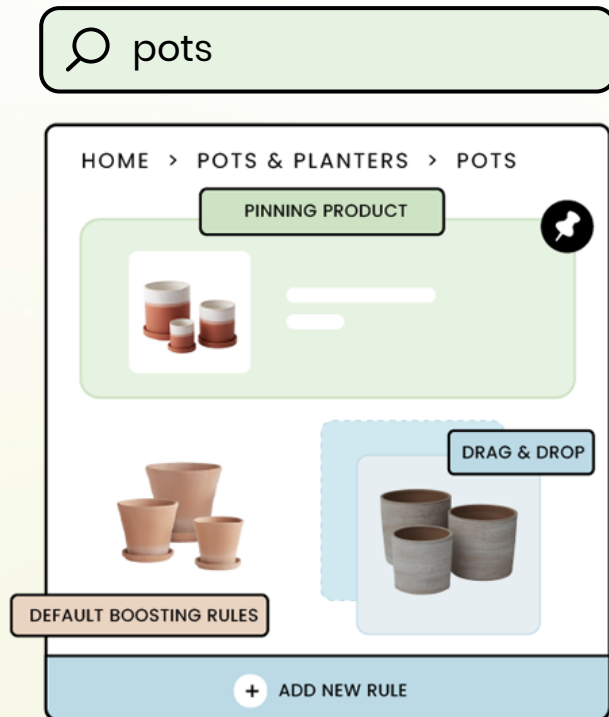
Klevu AI Search & Discovery

Given a product title or a search query, the Klevu AI product noun identifier service identifies one or more product nouns found in the title/query.

If the user searches for 'Silver Earrings with Gemstones', Klevu Search will identify two primary nouns 'Earring/Earrings' and 'Gemstones'.



Search Term-Based Product Pinning & Exclusion



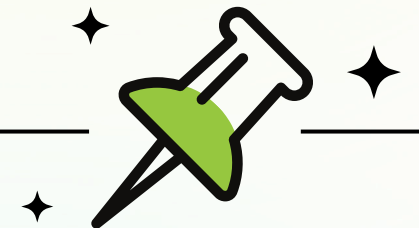
Shopify Search & Discovery

Shopify Search & Discovery offers manual search term-based pinning and exclusion.

Klevu AI Search & Discovery

Klevu can help to show specific products on the top for specific search terms. The opposite can also be done.

For example, if the user searches for pots, you can pin certain products to the top of that search, or use boosting rules for dynamic merchandising.



Price Relativity

Shopify Search & Discovery

Shopify Search & Discovery lacks the ability to apply price filters within search terms and does not return results.



Klevu AI Search & Discovery

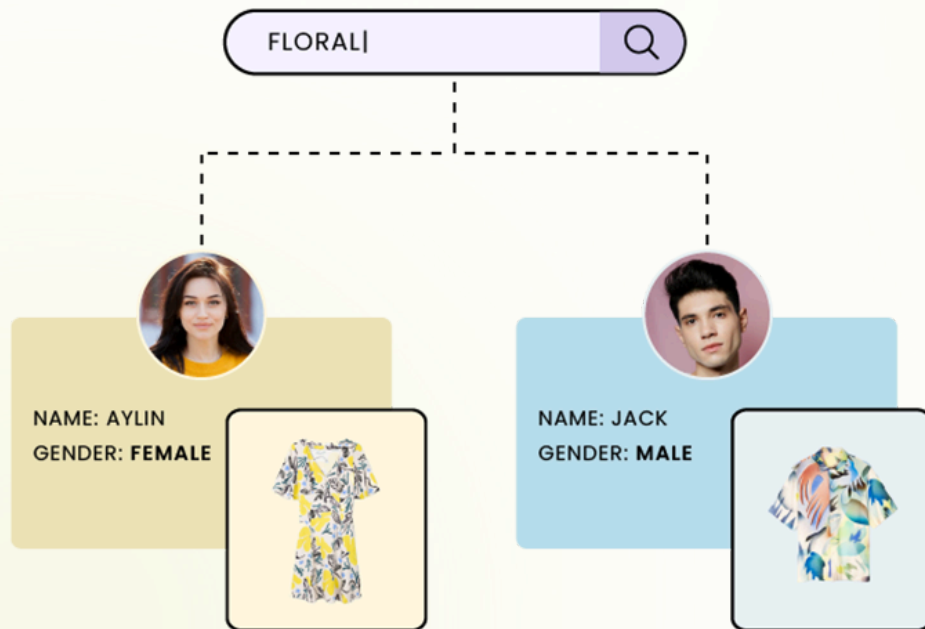
Klevu's solution is adept at understanding user intent for price-related searches beyond just "cheapest." This includes terms like "under \$50" or "top deals," ensuring users see products that match their exact expectations, whether on sale or falling under a specific price range. This capability is part of Klevu's robust NLP engine.



Personalization

Shopify Search & Discovery

Shopify Search & Discovery can personalize product results in search based on the shopper's location.



Klevu AI Search & Discovery

Klevu can dynamically adjust product results for search results, collection pages, and product recommendations blocks based on user context and shopping habits.

Additionally, Klevu's integration with platforms like Klaviyo allows deeper segmentation, such as purchase history and product affinities. This creates a more refined personalization, displaying products that align with shoppers' individual preferences.



Banner Management

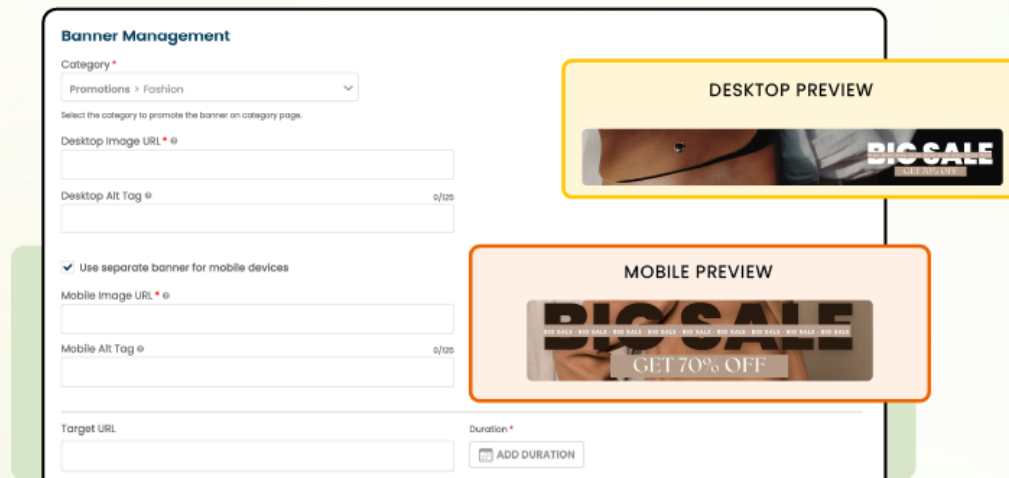
Shopify Search & Discovery

Shopify Search & Discovery does not offer Banner Management.

Klevu AI Search & Discovery

Klevu provides a capability to show banner ads on the storefront for a specific duration. These banner ads can be shown on the quick search or search results pages. The banner targeting can further be customized by the search term entered by the shopper, or when no results are found.

Content banners can also be displayed on any page, driven by Klevu's AI Product Recommendations solution.



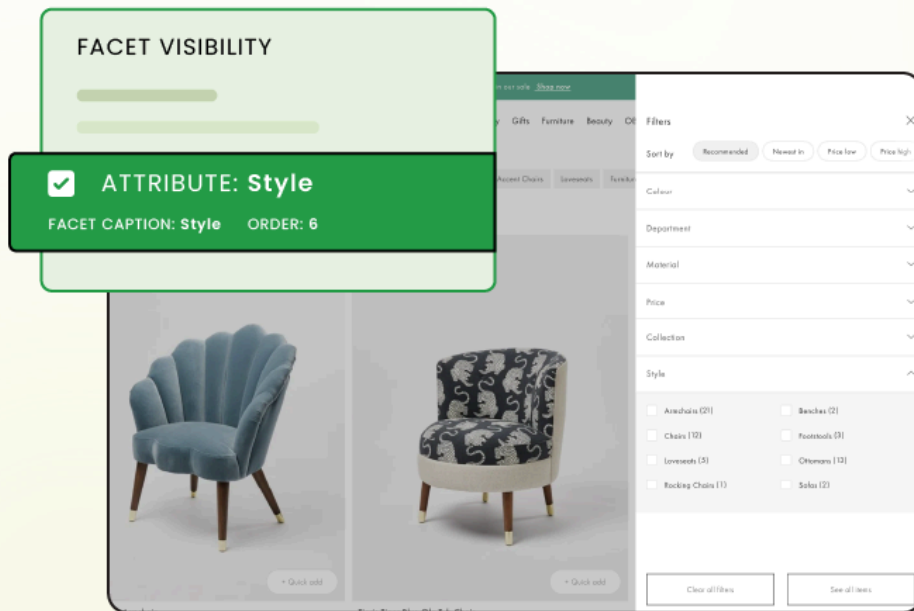
The screenshot displays the 'Banner Management' interface. On the left, there is a form with the following fields: 'Category' (a dropdown menu showing 'Promotions > Fashion'), 'Desktop Image URL' (a text input field), 'Desktop Alt Tag' (a text input field with a character count of 0/125), 'Mobile Image URL' (a text input field), 'Mobile Alt Tag' (a text input field with a character count of 0/125), and 'Target URL' (a text input field). There is a checkbox labeled 'Use separate banner for mobile devices' which is checked. A 'Duration' field with an 'ADD DURATION' button is located at the bottom right of the form. To the right of the form, there are two preview boxes: 'DESKTOP PREVIEW' showing a banner with 'BIG SALE' text, and 'MOBILE PREVIEW' showing a banner with 'BIG SALE' and 'GET 70% OFF' text.



Facet Management

Shopify Search & Discovery

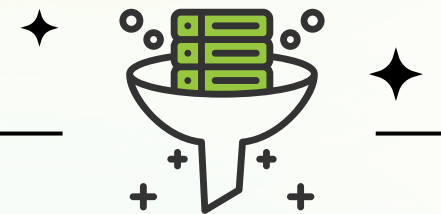
Shopify Search & Discovery offers filter management through the use of Meta-fields.



Klevu AI Search & Discovery

Klevu allows using tags (using a separator) to index facets and filters, which automatically creates facets and filters for use within the search overlay, search results landing pages and collection pages.

Klevu also offers filter analytics and filter merchandising, allowing merchandisers to pin, hide, and change the order of the facets that are displayed on the listing pages.



Multi-Store Merchandising

Shopify Search & Discovery

Shopify currently lacks a unified multi-store management solution, making it difficult to apply merchandising rules or configurations across various store instances efficiently.

Klevu AI Search & Discovery

Klevu's solution is optimized for multi-store environments, offering merchants the ability to merchandise and configure merchandising rules across multiple stores simultaneously. This is especially beneficial for merchants managing multiple regions or languages. This feature enables streamlined management and consistent control.



Collection Merchandising

Shopify Search & Discovery

Shopify allows businesses to merchandise collection pages.



Klevu AI Search & Discovery

Klevu offers advanced collection merchandising tools to help merchants merchandise categories at scale with an easy-to-use interface, and built-in automation. Fine-tune category listing pages using easy-to-apply strategic rules, drag-and-drop, and pinning, and create rules with any attribute. Easily plan campaigns in advance with scheduling features.

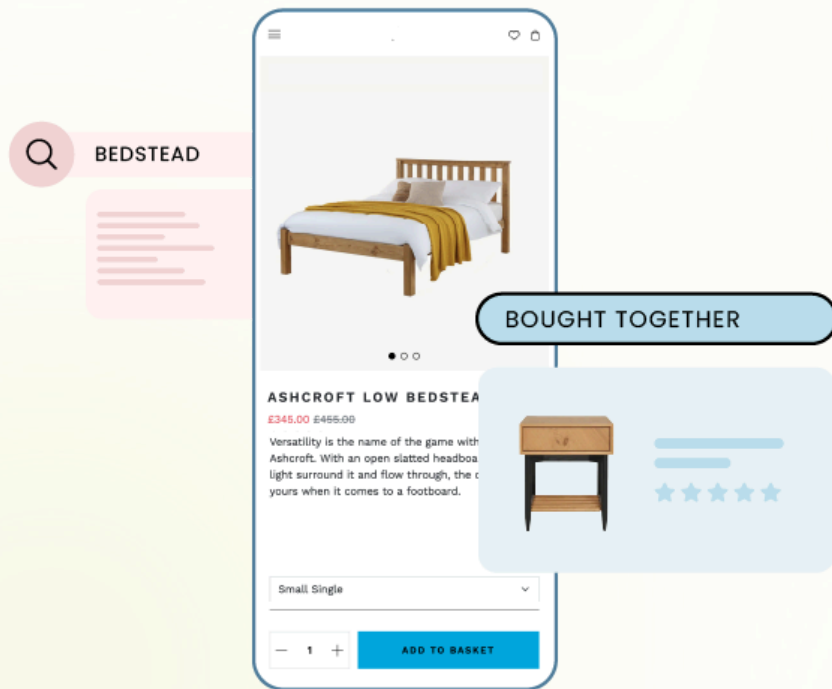
In-built A/B and multivariate testing tools with Klevu can help identify the best merchandising strategies.



Product & Content Recommendations

Shopify Search & Discovery

Shopify offers complementary and related products strategies for product recommendations. Merchandising is mostly manual.



Klevu AI Search & Discovery

Klevu offers a mix of AI-based and manual product recommendations types and strategies that you can embed into any page type. Easily plan campaigns in advance with scheduling features.

Populate product recommendations blocks with products or content banners. And seamlessly connect Klevu product recommendations with Klaviyo segments for dynamic, personalized shopping experiences.



Omnichannel Personalization with Klaviyo

Shopify Search & Discovery

Sends search events to Klaviyo as full search terms, even if they are just partial words.

Segment building with search terms is available but may be challenging because of the lack of search term structure.

Klevu AI Search & Discovery

Klevu sends search events to Klaviyo with expanded full search terms and search subject, so your team can trust the data to use dynamically in marketing content and to populate segments. Klevu Product Recommendations on the website can see what segment shoppers are in Klaviyo, and display dynamic content banners or products relevant to that segment. Klevu sends all products from a search so that you can populate a list of products within Abandoned Search emails.



Feel AI-Empowered with Klevu

AI search and product discovery platform

Relevant resources

Search & Discovery

[Product Discovery](#)

[Site Search](#)

[Category Merchandising](#)

[Product Recommendations](#)

[Klevu Case Studies](#)

About Klevu Technology

[Machine Learning](#)

[Natural Language Processing](#)

[Multilingual](#)

[Personalization](#)

[Headless Architecture](#)

Learn more about Klevu by scheduling a demo at klevu.com/get-a-demo.



Klevu is MACH-certified and flexible to use. With tools for all technical levels, Klevu enables businesses from monolith to MACH to innovate, evolve, and succeed.

Klevu has been recognized by Gartner and Forrester as one of the most comprehensive Product Discovery technologies, alongside Algolia, Bloomreach and Constructor.

Gartner

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Discovery Landscape, Q2 2023](#)