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## WebSphere Commerce V7 Feature Pack 3

### WebSphere Commerce search tool updates



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This presentation provides an overview of the business user tool enhancements for the WebSphere® Commerce search solution in Version 7 Feature Pack 3. You should be familiar with the WebSphere Commerce search solution before viewing this presentation.

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## Table of contents

- Search term association statistics
- Search rule experiments
- Configuration

This presentation will cover the various types of statistics now available in Management Center. Search term association statistics are discussed first followed by search rule experiments. This presentation concludes with some information on how to configure search statistics.



## Search statistics overview

Key Performance Indicators	Search Statistics in CMC	Search Analytics with Coremetrics	Business Value
<b>Top Search Hits</b>	<ul style="list-style-type: none"> <li>✓ Keyword</li> <li>✓ Search sessions</li> <li>✓ Average hits</li> <li>✓ STA used</li> </ul>	<ul style="list-style-type: none"> <li>✓ Keyword</li> <li>✓ Search sessions</li> <li>✓ Average results</li> <li>✓ Items sold</li> <li>✓ Sales amount</li> </ul>	<ul style="list-style-type: none"> <li>➢ Promotion by keyword</li> <li>➢ Specialized landing page</li> <li>➢ Effectiveness of STA</li> <li>➢ Search based conversion</li> </ul>
<b>Top Search Misses</b>	<ul style="list-style-type: none"> <li>✓ Keyword</li> <li>✓ Search sessions</li> <li>✓ Suggestion</li> </ul>	<ul style="list-style-type: none"> <li>✓ Keyword</li> <li>✓ Search sessions</li> </ul>	<ul style="list-style-type: none"> <li>➢ Refine STA to reduce abandonment</li> <li>➢ Specialized landing page</li> <li>➢ Refine merchandise description / attribute</li> </ul>
<b>Search Rules</b>	<ul style="list-style-type: none"> <li>✓ Rule name</li> <li>✓ Search sessions</li> <li>✓ Sales amount</li> </ul>		<ul style="list-style-type: none"> <li>➢ Effectiveness of search rule</li> <li>➢ Rule prioritization</li> </ul>
Top Products		<ul style="list-style-type: none"> <li>✓ Product name / SKU</li> <li>✓ Sold count</li> <li>✓ Abandoned count</li> </ul>	<ul style="list-style-type: none"> <li>➢ Search based conversion</li> </ul>
Top Facets		<ul style="list-style-type: none"> <li>✓ Facet name / value</li> <li>✓ Search sessions</li> <li>✓ Sales amount</li> <li>✓ Abandonment rate</li> </ul>	<ul style="list-style-type: none"> <li>➢ Facet sequencing</li> <li>➢ Product attribution</li> <li>➢ Promotion by attribute</li> </ul>
Top Categories		<ul style="list-style-type: none"> <li>✓ Category name</li> <li>✓ Search sessions</li> </ul>	<ul style="list-style-type: none"> <li>➢ Product categorization</li> <li>➢ Category level promotion</li> </ul>

3

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Feature Pack 2 introduced business user tools to manage search term associations and create search rules that adjust search results within the store. In Feature Pack 3, statistics support is added so you can evaluate the effectiveness of search term associations and search rules. Management Center provides statistics for three key performance indicators: top search hits, top search misses and search rules. Examples are provided on the coming slides. In addition to the Management Center statistics, Coremetrics Analytics customers can access additional search statistics by launching Coremetrics reports from within Management Center.

## Search term association tool

- Feature Pack 2
  - Synonyms
  - Replacement terms
  - Landing pages
- Feature Pack 3
  - Top search hits
  - Top search misses
  - Coremetrics On-Site Search report

The Search Term Association tool provides the ability to define synonyms, replacement terms and landing pages. Once you have various search term associations defined for your store, the next step is to evaluate their effectiveness. Feature Pack 3 adds support for statistics collection so you can easily view the top search hits and top search misses in your store and adjust search term associations as needed. If your store is integrated with Coremetrics Analytics, you also have the ability to launch your On-Site Search report from within the Search Term Association tool.

## Top search hits

Search Term Associations

Synonyms
Replacements
Landing Pages
Top Search Hits
Top Search Misses

Reporting period: Choose reporting period From 2011/07/08 to 2011/07/08

Keyword:

Show top keywords: All

Language: United States English

Total searching sessions: 21

Statistics	Keyword	Searching Sessions	Results for Keyword	Synonyms or Replacements
	light	2 (9.52 %)	10	light, lamp
	fruit	2 (9.52 %)	4	banana, apple, strawberry
	coffee	2 (9.52 %)	31	
	sharpson	1 (4.76 %)	10	
	glass	1 (4.76 %)	7	
	lamp	1 (4.76 %)	10	light, lamp

5
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This slide shows an example of the new top search hits tab in the Search Term Association tool. You can filter the results by providing report criteria such as start and end dates, a specific keyword, the number of keywords and the language. Once you have made your selections, click the Apply button to see the report in the lower half of the screen. The top search hits report contains four columns. The first is the search keyword entered by the shopper. The second is the number of unique search sessions the search term was used in. One shopper searching for the same term multiple times in a row counts as one searching session for this report. The third column shows the number of results returned for the search keyword including any synonyms or replacement terms defined and the fourth column displays the synonyms and replacements terms if there are any.

## Top search misses

Top search misses

Search Term Associations

Synonyms
Replacements
Landing Pages
Top Search Hits
Top Search Misses

Reporting period

From

to

Keyword

Show top missed keywords

Language

Suggested keyword result

Total searching sessions: 21

Keyword	Searching Sessions	Suggested Keyword	Results for Suggested Keyword
orange	2 (9.52 %)	range	1
cloth	2 (9.52 %)	both	2
recipe	1 (4.76 %)	stripe	12
gps	1 (4.76 %)	cups	22
cair	1 (4.76 %)	chair	12
bread	1 (4.76 %)	red	10

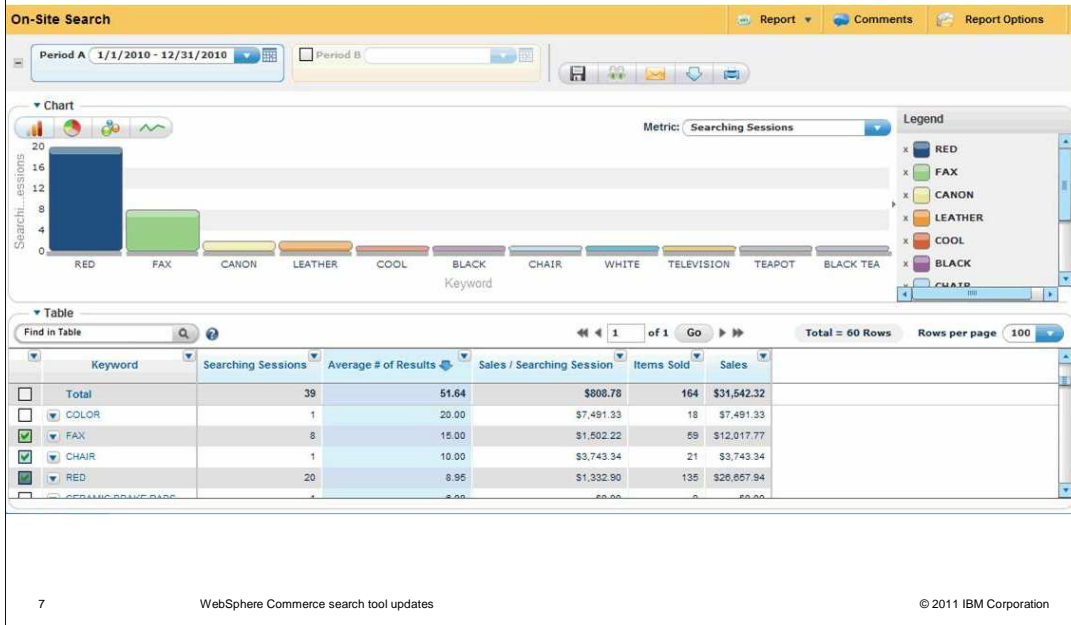
6
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This slide shows an example of the top search misses report. The filtering criteria for the report are similar to the top search hits with one new filter option. You can choose to view all missed keywords, only those where a suggested keyword was not provided or only those where a suggested keyword was provided. In the report details, the first two columns are the same as the top search hits. The third column lists the suggested keyword if one was available and the fourth column lists the number of results returned for the suggested word.

SearchToolUpdates.ppt

Page 6 of 16

## Sample Coremetrics report



This slide shows a sample of the Coremetrics On-Site Search report. If you are a Coremetrics customer, you can access this report directly from the Search Term Association tool. This report typically replaces the top search hits and top search misses report within Management Center.

## Search rules

- Feature Pack 2
  - Change result ordering and ranking
  - Define top search results
  - Modify search criteria
  - Apply precision marketing targets
- Feature Pack 3
  - A/B testing for search rules

The search rule builder is part of the Management Center Marketing tool. This graphical rule builder allows you to tailor the search results displayed in the storefront based on a variety of different criteria. Search rules borrow the concept of precision marketing targets from web and dialog activities. Many of the same targeting criteria, such as membership in a customer segment, can be used in building search rules. As with web activities, it can be useful to compare different search rules to determine which is the most effective for your store. Feature Pack 3 adds the ability to define A/B testing scenarios for search rules by including the Experiment element in the search rule builder.



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## Search rule A/B testing

Coffee experiment (Read-Only) Save and Cl...

**Experiment**

General Properties Paths **Statistics**

Total number of unique customers 4

* Name	* Winner	Unique Custom	Clicks	Click Orders	Click Revenue	Currency
Descending price	■	2	1	0	0.00	
Ascending price	■	2	2	2	26.98	USD

0 of 2 selected

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This screen capture shows an example of a search rule that contains the Experiment element. Similar to web activity experiments, a search rule experiment allows you to define one main path and one or more alternate paths for a search rule. Each shopper is directed down one path, based on the selection criteria defined. Click and purchase activity is tracked to determine if the search rule helped influence a purchase. You can view the results for each search experiment path by selecting the Statistics tab in the Experiment property view as shown on the slide. When the experiment is complete, a winning path is selected and that becomes the search rule used in the store going forward.

# ***Configuration***

This section covers the configuration steps for search statistics.

## Enabling STA statistics

- Enable statistics tracking (wc-search.xml)
  - Part of the IBM\_Global search profile

```
<!--
  Requests search server to capture search related statistics in the WC runtime.
  When this option is enabled, statistical data is cached in memory until the
  batch size (defined as SearchStatisticsBatchInsertSize in wc-component.xml
  under ExtendedConfiguration) has been reached. This is done to minimize the
  amount of I/O traffic caused as a result of search statistics gathering.
-->
<_config:param name="statistics" value="true"/>
```

- Configure statistics processing (wc-component.xml)

```
<!-- Batch processing size for capturing search statistics, unit is the number of cached entries -->
<_config:property name="SearchStatisticsBatchInsertSize" value="10" />
<!-- Time interval between batch processing updates, unit in second -->
<_config:property name="SearchStatisticsUpdateInterval" value="300" />
<!-- Track search rule statistics up to only the first number of search result pages -->
<_config:property name="SearchStatisticsResultPagesTrackingThreshold" value="1" />
```

To enable search term association statistics, you first need to set the statistics query parameter to true in the search configuration file. You can optionally configure additional statistics parameters in the wc-component.xml file. The usage information for each parameter is provided in the comment above the property in the file.

## Enabling search rule A/B testing

- Standard marketing experiment configuration (wc-server.xml)
  - Experiment evaluation event listener

```
<component
  compClassName="com.ibm.commerce.marketingcenter.events.runtime.ExperimentEvaluationECEventListenerImpl"
  enable="true" name="Experiment Evaluation Event Listener">
  <property display="false">
    <start enabled="true"/>
  </property>
</component>
```

- Order submission event

```
<component
  compClassName="com.ibm.commerce.event.impl.ECEventEnableComponent"
  enable="true" name="Order Submission Event">
  <property display="false">
    <event name="OrderSubmission"/>
  </property>
</component>
```

To enable search rule experiments, you must enable the standard marketing experiment properties. The experiment evaluation event listener and order submission event must be enabled in order to track click and order statistics about each experiment path.

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## Summary

- Search term association statistics
- Search rule experiments
- Configuration

This presentation introduced the various types of statistics available in Management Center. Search term association statistics were discussed first followed by search rule experiments. This presentation concluded with some information on how to configure search statistics.

## References

- Working with search rule experiments

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/tasks/tsbsearchexsupert.htm>

- Working with site search statistics

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/tasks/tpnsearchstatscont.htm>

- Enabling additional WebSphere Commerce search features from feature packs

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.starterstores.doc/refs/rsdfepfeatroadmap.htm>

This slide contains some useful references for working with search statistics.



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