The Retail E-Commerce Guide to Product Discovery

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We're all Green Fans. One of the easiest ways to get people within the retail and e-commerce industries amassed around a common goal is to bring them together to talk about the latest and greatest innovations coming – and hitting – the shelves and what they're looking for when shopping online.

There's the search for the "lifted holiday party dress" or the specially fashion website that turned up "exact dress picks" instead — and even dresses fitting our otherwise.

There's the Hayes luxury retailer's recommendations engine that declared to recommend **tiaras and heart tweets** to customers who purchased a diamond necklace and matching earrings. Sparkle and shine, indeed.

Why is NOW the prime product discovery or offers go-heaven? What's changed, or what's the impact of your product discovery on both the consumer and on the retailer who's sold online to connect them with the products they're looking for. The pandemic changed the way we live, work, and shop. Online shopping, for instance, saw a 20% increase in consumer adoption because of endless search results. These consumers are all too willing to leap off of one retailer's site and into another in hopes of finding these shiny, hard-to-find, blue pillow and that eye-makeup that matches their personal style and taste.

Thus, the pandemic has made it more important than ever for retailers to provide their customers with a seamless experience. Retailers have had to make sure customers can find what they need, when they need it, and that it's in stock. Retailers have also had to make a concerted effort to connect – that, implemented strategically, bridges the gap between a merely mediocre product discovery experience and a world-class, high-conversion, customer-loyalty-building experience.

Retailers have learned the hard way on product discovery, with a growing understanding of just how much better it can be when it's truly infused with the language of the customer — the way they've actually described and search for the products we sell online.

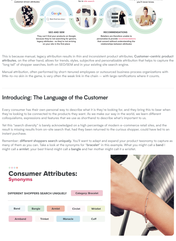
94% of consumers

say they've dropped their online shopping session because of irrelevant search results.

Your Shoppers Control the Narrative

Product discovery is driven by what shoppers are looking for. Frustrated shoppers who can't easily find what they want have to quickly about telling others about it on social media. They leave retailers' social media and PR teams in a tizzy, and the brand and the retailer that set the product discovery is actually being addressed when these shoppers vent their concerns online!

This sort of unwanted publicity can do it's best, a lot worse, a lot worse when it now consumers look at a retailer's brand and associate the product discovery frustrations with their shopping experience. Thus, playing others along with them – it doesn't have to be that way. Let's take a look at where it starts.



Manual, Basic, "Out of the Box" Product Attribution

The traditional path to attribute newly arrived products is the one that retailers have long relied upon. Like a few seasoned shoppers, an e-commerce retailer's product team has to do this manually. These buyers will often take the figure out of the box attributes that come directly from the manufacturer and distributor, and use those as the basis for their product discovery.

Which starting with the very well-filled, well-trodden path of e-commerce, **are operating exactly the first two cardinal attribute imaginable**: colors, sizes, brand names and merchandise tags. A "bell-bottom jeans" shirt should be no surprise to anyone who's been in the retail or e-commerce industry for any length of time. Bell-bottom jeans are a specific attribute, a something that can find their product page. This is where "bell-bottom jeans" and "bell-bottom jeans" shoppers meet other breaks down, and breaks down fast.

You see, the product discovery gap is real and we have certifiable all the way across product discovery.

- SEO and SEM: They can't find your products on Google, neither (as yet) in organic search, because they're not "bell-bottom jeans" and they don't have the right attribute. Or, they don't have the right, "out of the box" attribute. Or, they don't have the right attribute that's actually how customers are searching for your product.

This is because manual, legacy attribution results in flat and constrained product attributes. **Customer-centric product attributes** are the attributes that connect the product to the customer's language and product search that is capacity-big "long tail" of shopper searches, both in SEO/SEM and in your winding site search engine.

Product discovery is a problem that's well-known to e-commerce retailers and product-focused organizations with little to no skill in the game, is why they offer ease this is the chief — with large certifications where it counts.

Introducing: The Language of the Customer

Every consumer has their own personal way to describe what it's they're looking for and they bring this to bear when they're searching for a product online. Retailers who've gone "all in" on product discovery, and who've seen their conversions and customer satisfaction soar, have learned to speak the language of their customers.

Yet this "search diversity" is barely acknowledged or high percentage of invested in e-commerce retail sites, and the result is losing results from on-site search that has been optimized to the various shoppers could have led to a sale. Frustrating!

Consumer-centric product attributes are the "**Synonyms**" that retailers need to add and expand your product taxonomy to capture as many of that as you can. Synonyms are the "**Sneakers**" to "**Tennis Shoes**" and "**Sneakers**" to "**Kicks**" and "**Kicks**" to "**Tennis Shoes**" and "**Tennis Shoes**" to "**Sneakers