INNOVENT SOLUTIONS

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Spotlight on
Client Success

Find**Tuner**

CLIENT PROFILE

Name:

MFM
Migros Fachmarkt AG

Industry:

Retail

Need:

Utilize shopper behavior for automated search and category results ranking. Target merchandising strategies in precise ways. Improve shopper experience with engaging visual elements. Implement a solution that works in concert with SAP Commerce Cloud.

Results:

Improved shopper experience with relevant, personalized search and category listings using machine learning. Added value to the SAP Commerce platform with enhanced relevancy control, keyword merchandising and consistent search and category results. Achieved a large increase to CTR from search and category results.

MFM AG Executive Quote

"FindTuner has provided a massive, positive impact on the development of onsite merchandising as an expertise field in the company. Since implementation, click-through rate on product listing pages has increased dramatically.

- Gautier Schaffter, Senior Product Manager Search & Recommendations

BACKGROUND

Migros Fachmarkt AG / Specialized Markets (MFM AG) provides central services for the specialty stores Micasa, Melectronics, SportXX and Do it + Garden. The central services include strategic alignment, category management, online trading and marketing. Through close contact with the Federation of Migros Cooperatives and the ten cooperatives that are responsible for the branches in the regions, MFM AG defines the strategic orientation of these specialty market formats and provides all central services to the group. MFM AG strengthens its brands both online and stationary, with a powerful structure that enables it to pursue further development of specialty markets at high speed.

BUSINESS CHALLENGE

The foundation of MFM AG's digital presence is SAP Commerce Cloud which leverages Solr for search technology. MFM AG initially contacted Innovent Solutions to address various search relevancy issues and a successful Solr relevancy tuning engagement was delivered. Using Innovent's services, MFM AG quickly saw improvements in search performance and core relevancy. Building on the improved relevancy, MFM AG wanted to further improve the shopper experience with great search results and experience features and was considering in-house development. Goals included:

- **Leverage Machine Learning for Personalization**—MFM AG desired a solution that provides dynamic optimization of search and category results using shopper behavior. By leveraging machine-learning, they could minimize manual tuning, provide scalable merchandising across their large product catalogs, and direct development teams towards other high-value objectives.

- **Improve Search and Category Results**—Optimizing search results for specific queries was a priority. Built-in solutions in the eCommerce platform only provided for global changes which applied to all search queries and product listing pages making it impossible to target specific objectives. MFM AG wanted the ability to promote products and product groups such as boosting a subset of products such as smartphones that are on-sale, or brands within a certain category.

- **Add Value to SAP Commerce Cloud**—While SAP Commerce provides tooling to merchandise category results, MFM AG desired more extensive functionality to carry out their objectives. Having the ability to target keywords, navigation or the combination of both, among other conditions, was very important. Having the ability to implement and schedule strategies ahead of campaigns was needed. MFM AG also wanted the solution to work in concert with existing Adaptive Search customizations. The solution needed to work seamlessly with SAP Commerce Cloud as MFM AG transitioned from CCV1 to CCV2.

SOLUTIONS

MFM AG partnered with Innovent Solutions to implement FindTuner with SAP Commerce Cloud. FindTuner is utilized with all eCommerce sites that MFM AG operates including Melectronics, Sportxx, Micasa, Do It + Garden, Migros Service and Bikeworld. Search experiences are optimized primarily using automated methods, while human touch features are leveraged for targeted business objectives. FindTuner's features support all the languages MFM AG requires in including German, French and Italian.

Leverage Machine Learning for Personalization—Using FindTuner AutoTune machine learning, MFM AG benefits from dynamic optimization of search, category and brand pages based on shopper behavior. FindTuner AutoTune greatly minimizes manual tuning and provides scalable merchandising across their large product catalogs, allowing development teams to focus on other high-value innovations.

Improve Search and Category Results—Using FindTuner, MFM AG can be as broad or as precise as needed with FindTuner's powerful and flexible targeting. Business objectives are realized with tuning that promotes products or product groups for any search or navigation. Features such as banners and visual navigation elevate and enhance shopper experience. Relevancy improvements can be implemented without having to modify Solr configuration. Shopper experience is further improved by providing search and category results that are coordinated to have similar outcomes.

Add Value to SAP Commerce Cloud—FindTuner gives MFM AG the ability to target customers with any combination of a keyword, browse-path and context including segments, profiles and location. Merchandising teams can stay a step ahead of marketing group by building campaigns in advance and scheduling their execution. FindTuner works seamlessly as with SAP Commerce Cloud and existing Adaptive Search customizations.

THE RESULTS

Product listing pages are significantly enhanced by machine learning that uses shopper behavior and other KPI data to harmonize shopper's intent with MFM AG's business objectives. Shopper engagement has been improved through the use of visual navigation elements that guide shoppers to high-value content.

"*FindTuner has provided a massive, positive impact on the development of onsite merchandising as an expertise field in the company*" stated Gautier Schaffter, Senior Product Manager Search & Recommendations at MFM AG . "*Since implementation, click-through rate on product listing pages has increased dramatically.*"

MFM AG is enjoying the added value of FindTuner with SAP Commerce through enhanced relevancy control, flexible and precise targeting capabilities, and consistently optimized search and category results. Merchandisers are empowered to easily create scheduled and ad hoc campaigns.

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FindTuner

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About FindTuner®

FindTuner creates engaging search experiences that convert shoppers into buyers. FindTuner machine learning uses shopper's behavior to continuously deliver the best results with no manual effort. FindTuner's comprehensive suite of features gives merchandisers the power and control to easily implement strategies that provide high-quality, relevant search results, enhance and personalize the shopping experience and optimize revenue and profitability. FindTuner works with any ecommerce site that is powered by Solr, including SAP Commerce Cloud

Innovent Solutions is a privately held company headquartered in Irvine, California that provides consulting, training and support services and solutions for Search, Business Intelligence and eCommerce technologies.

Key Merchandising Features

- **Automated relevancy** that uses machine learning to drive the best results from shopper behavior, buying patterns and analytics.
- **Algorithms** to dynamically rank search results using machine learning, and KPIs such as revenue, ratings, inventory, sales rank, or any combination.
- **Product Tuning** to control the most valuable positions on search results and category pages.
- **Precise query handling** to increase precision and relevancy, flawlessly handle multi-word synonyms and auto-correct queries.
- **Curated results** that ensure the perfect product visibility and placement.
- **Facet customization** that delivers efficient, context-aware navigation experiences.
- **Banner displays** that captivate shoppers with creative messages that promote brands, offer discounts, or highlight merchandise.
- **Zero results handling** to ensure products and content are always visible.
- And much more...