

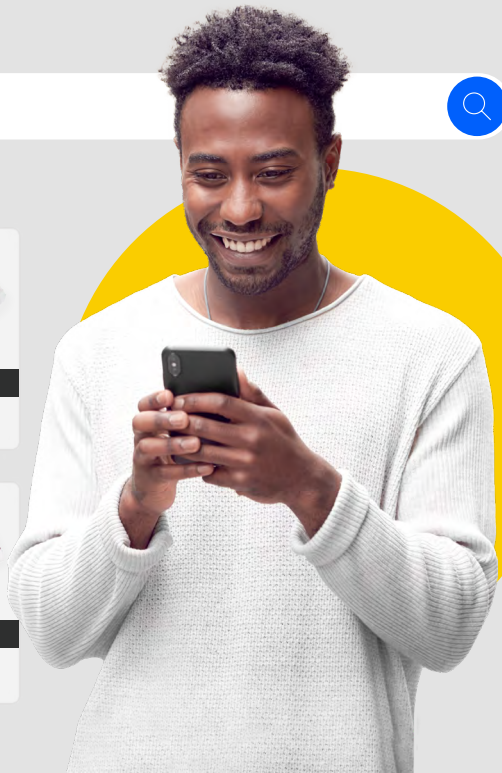
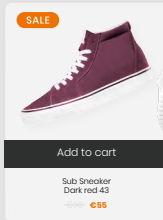
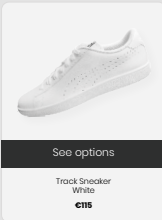
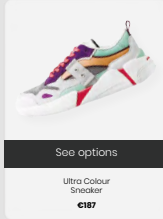
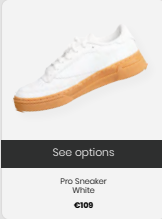
## Sneakers



Men x

White x

Sale x

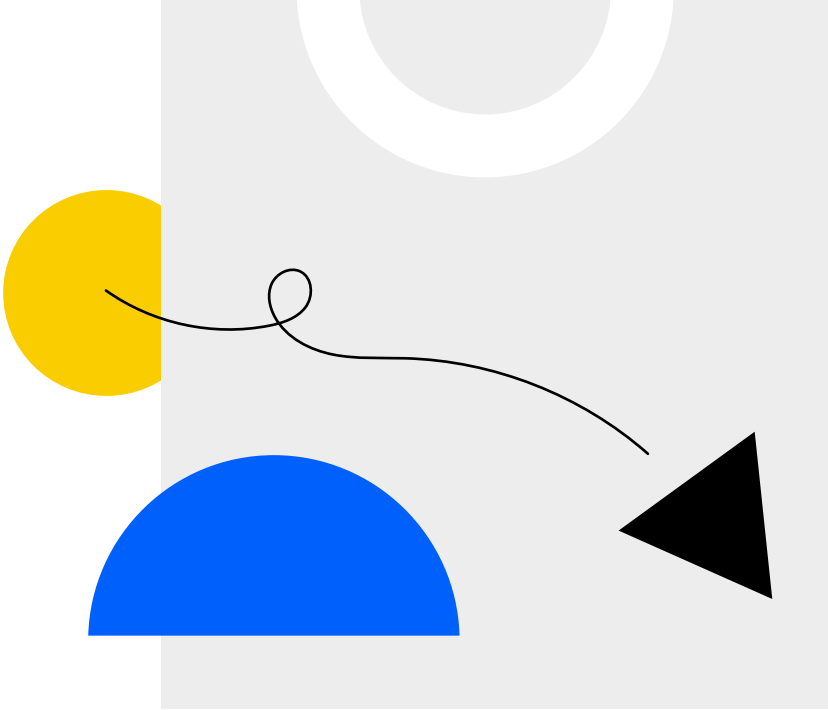


WHITE PAPER

# How commerce search can make your shop succeed

**motiye**





# What to find & where to find it

Jump straight to the section that interests you the most.

<b>Offer Exceptional Digital Experiences</b> .....	<b>04</b>
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<b>Use Search to Improve your Shop</b> .....	<b>08</b>
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# Offer Exceptional Digital Experiences

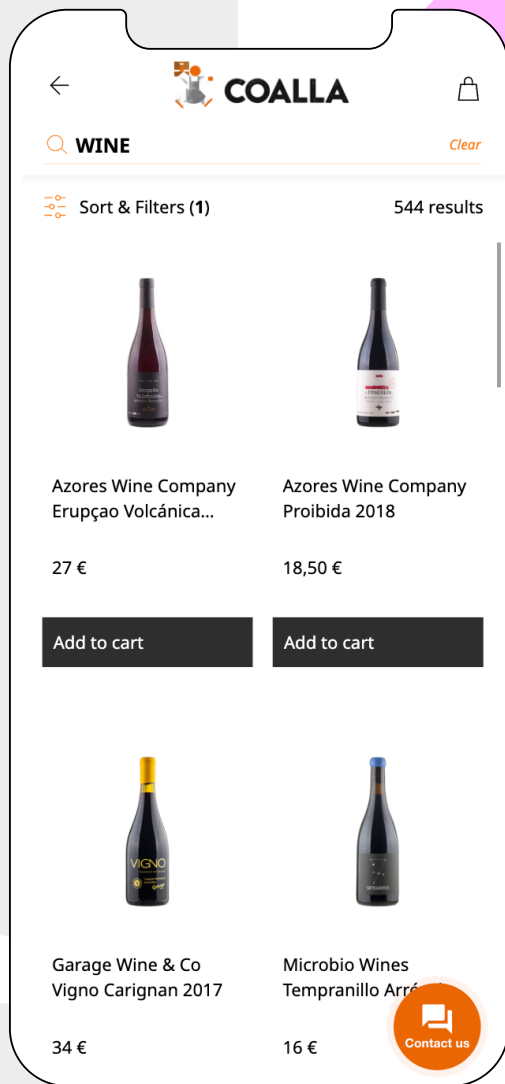
Having an e-commerce business is a tale of a powerful quest in a competitive landscape. The long shadow of formidable giants may make small businesses feel overwhelmed, but **you can aspire to greatness** while keeping a familiar approach.

**Motive Commerce Search** wants to wave hello to you as that beacon of hope by helping you make empowered decisions across your entire e-commerce strategy. Our goal is to:

- ▶ Offer small businesses the same access to powerful tools used by big brands.
- ▶ Provide a simple yet sophisticated tool that is easy to use.
- ▶ Empower local shop owners' visibility, efficiency, and growth.

We believe in the power of local, and we apply it in our sponsorship of the women's handball team "La Calzada", to which we give our name (maybe you've heard about them, they're doing great!).

And most importantly, **80% of our customers have their search up and running in less than 20 minutes!**





## Boost Loyalty through Trust

We know for a fact that the importance of data protection and having trustworthy relationships with companies is a major driving factor for success. As was reported recently by McKinsey, respondents affirmed that businesses that advocate for trust are more likely to thrive:

- ▶ **10% or higher growth rates** are seen among these trust-focused companies in their revenue.
- ▶ **85% of the study's respondents** say it's important to know a company's privacy policies before making a purchase.
- ▶ **53% of respondents** affirm they only buy from companies after they've made sure that they protect customer data.

clarel

COALLA

INSIDE

Tramas+



Likewise, the **Retail Trust Index** from [www.ethicalalliance.co](http://www.ethicalalliance.co) also sheds light on interesting results:

- ▶ **74% of consumers** believe online tracking practices are intrusive.
- ▶ **80% of consumers** are aware online shops track and use their online browsing history.
- ▶ **Transparency, clear data privacy policies and cybersecurity** are the most important factors to trust online brands.

Building respectful relationships is the only way:

- ▶ Revenue growth is created through loyalty.
- ▶ Loyalty is built through trust.
- ▶ Trust is built through privacy.

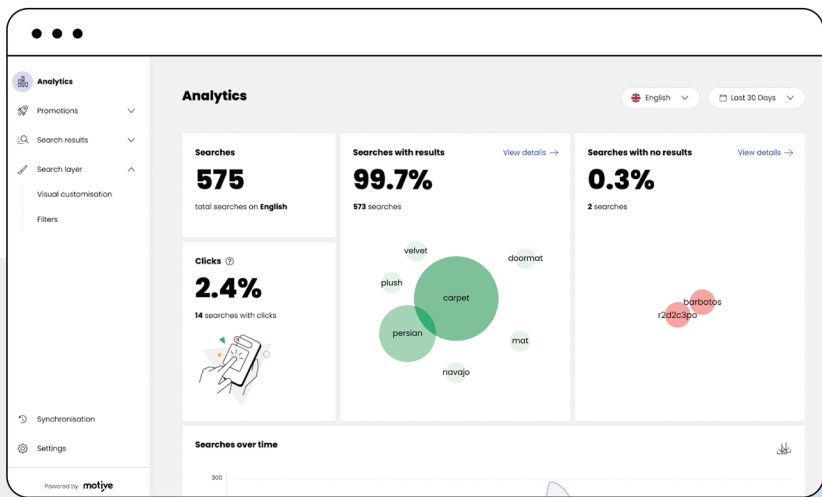
The new regulations in place to protect users' data have seen an increasing number of non-compliance fines, many of them applied to small and mid-sized businesses. More regulation is expected, and having a privacy-by-design tool like Motive Search ensures they won't catch you by surprise.

**Privacy is the way.**

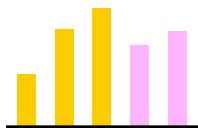
# Use Search to Improve your Shop

Knowledge is power, and **you need to know what's being searched for** the most and **what isn't being searched for**. Understand this to improve your physical shop's layout, refine your product offerings, and enhance your product descriptions by making informed decisions.

Motive Commerce Search offers **a refined experience as soon as you install it**, but you can also tweak how search results are shown. These features help your shoppers have even more delightful shopping journeys:

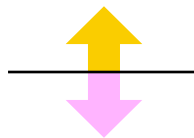






## Analytics

Understand how your shoppers interact with the search box to make decisions based on what you learn from their searches.



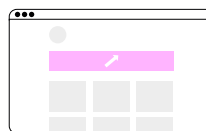
## Business Rules

Boost and bury products, brands and categories to position items where you want them to be, in all searches or specific ones.



## Synonyms

Link terms to establish connections between things that may be called the same and avoid searches without results.



## Redirections

Send shoppers to other pages from the search box, allowing them to directly visit the help or shipping pages, for example.



Banners to point shoppers to the right campaigns and make sure they don't miss on anything



Multisite support to manage all your different shops in a centralised way



All languages support in our search to match the language of your shop



Popular products and recents searches to help your shoppers find what they need

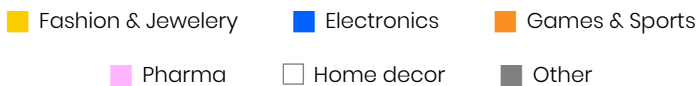
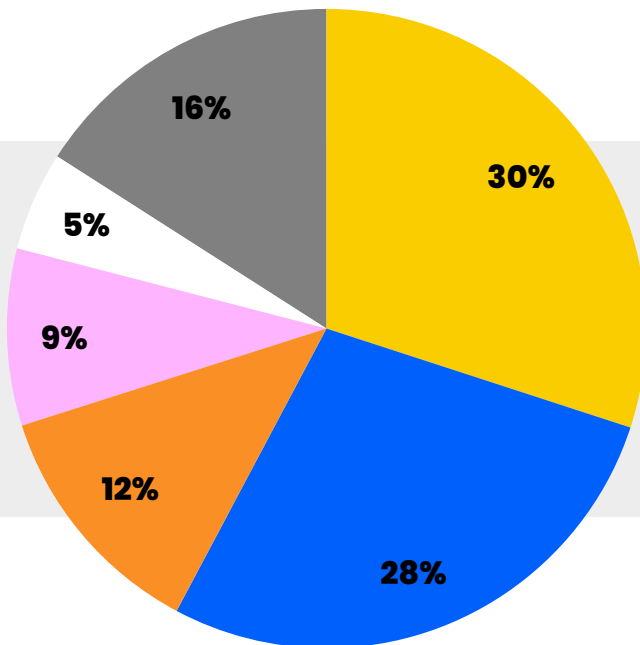


Visual customisations to make your search indistinguishable from your shop

# Success by the Numbers

## For all verticals

These are our biggest searchers



## For all searches

- ▶ +50 Million searches
- ▶ +95% of all searches return relevant results
- ▶ +20 Million clicks on product cards from search

## For visualise success

- ▶ 2.5x increase in conversion on desktop
- ▶ 4x increase in conversion on mobile
- ▶ 33% more pages viewed
- ▶ 10% increase in turnover
- ▶ 33.27% click-through rate



**4X** mobile  
conversion





# Join the Movement

If you share our values and want to improve your user experience to in turn enhance your whole e-commerce offering, you can join us and start building trust today. **Motive Commerce Search** clients can sign up to get a free membership of the **Ethical Commerce Alliance**, the industry network exploring how ethical values make a difference in economic success and foster a thriving digital society.

If you are ready to script your e-commerce triumph, **scan the QR code below and try it out for free**, so you can discover its magic (no strings attached!).



Your actions won't just transform your own fortune; they'll help us gauge the impact of our success tales. Buckle up, the journey starts here.

**Motive Commerce Search**

# **motiye**

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