



Goals Bloomreach Can't Reach

Six Goals You Can't Reach With Bloomreach

You wanted to take your commerce to the next level. Bloomreach was the hot new startup and promised to get you there. But now you've plateaued and aren't converting as many visitors into buyers as you'd like. To get customers to the products they're searching for requires too much human intervention. Maybe it's time to trade up from Bloomreach. Here are 6 reasons you should.

“We absolutely saw a bump in search conversion as soon as we started implementing the more elegant search algorithms that Fusion helped us bring together.”

JACOB WAGNER, IT DIRECTOR, [BLUESTEM](#)

Six Commerce Goals Bloomreach Can't Reach

1 AI-powered UX Converts More Browsers Into Buyers

In the age of Amazon and Google, customers don't expect to learn your site; they expect it to learn them. Leverage customer signals and behavior with search augmented by machine learning to determine intent and recommend the best products. Those recommendations will increase your number of transactions, average order size, and overall revenue.

2 Machine Learning to Minimize the Tedium

When you first started using Bloomreach, you were thrilled to use the rules manager to get the results you wanted. But now it's a mess of manual workflows. Lucidworks Fusion gives you a self-learning, self-tuning system for individual personalization, and you can still boost results manually, whenever you want to.

3 Head-n-Tail Analysis

Product catalog listings have typos. Customers make mistakes. We don't all call things by the same name. Instead of manually fixing each misspelling or variant, Head-n-Tail analysis automatically detects and fixes customer queries. This isn't something Bloomreach offers.



4 Predictions With Both ML and Rules

Rules are great until they pile up and become a maintenance nightmare. Use ML-powered search to rely on the stats and reduce the work of managing rules. But rules are a merchandiser's best friend, so don't throw them all out! Instead, use them for boosting seasonal items and adjusting to new trends. You're an expert merchandiser, so Fusion lets you share that expertise with your algorithms.

5 Powerful Analytics

Lucidworks App Insights allows your analysts to look at customers' behavior in groups or as individuals. You will be able to use A/B testing and experiments to see what merchandising, images and content they like, and what they don't.

6 Faster Indexing

You can't sell what you can't show. Faster indexing makes your merchandising more agile. You can also enrich your search with ancillary business data from ERP and supply chain systems, driving better search results and more predictive recommendations.

HOW LUCIDWORKS FUSION REACHES FARTHER THAN BLOOMREACH

FEATURE	DESCRIPTION	BLOOMREACH	FUSION
AI-POWERED MERCHANDISING	Leverage AI to automatically suggest and generate rules sets based on sitewide user behavior	✓	✓
SIGNAL-DRIVEN RELEVANCY	Capture user signals like clicks and queries to fine-tune relevancy and move popular products to the top of results	✗	✓
ANALYTICS	Derive detailed real-time reports and visualizations from user signals	✗	✓
HEAD-N-TAIL ANALYSIS	Alert business users to misspellings in queries and potential query re-writes to automatically improve relevancy	✗	✓
A/B TESTING WITH EXPERIMENTS	Manage A/B test query pipelines with metric-based goals such as conversion and click-through rates	✗	✓
AI-POWERED SPELL CHECK	Automatically generate spelling and synonym lists that include common misspellings and misplaced blank spaces	✗	✓
AUTO-SUGGEST	Leverage existing business signals to generate auto-suggests as user types in the search box	✓	✓
INTERFACE FOR RELEVANCY TUNING	Manage boosts, blocks, and other business rules from an easy-to-use interface for relevancy tuning	✓	✓
AI-POWERED RECOMMENDATIONS	Leverage existing signals to generate related product recommendations	✗	✓
INDEXING SPEED	Reduce indexing times by up to 80%	✗	✓
PERSONALIZATION	Personalize the end-user experience to improve conversion and click-through rates	✗	✓
CONTENT CATEGORIZATION	Use the existing product catalog and signals to automatically classify and tag new products	✗	✓
NATURAL LANGUAGE PROCESSING	Allow users to use natural human language to search for items	✗	✓
INCREMENTAL UPDATES	Index fast moving data such as inventory and pricing changes	✗	✓
SCALABILITY	Grow your site to the largest scale, on a smaller infrastructure footprint than required for Bloomreach	✗	✓

AI-Powered Search With Lucidworks Fusion

Lucidworks Fusion offers AI-powered search that allows companies to create and curate a best-in-class digital experience to their customers. For more information or to start using Fusion, contact us today at lucidworks.com/contact or call 415-329-6515.