



Fusion for Digital Commerce

Increase revenue per visit with a shopping experience tailored to each customer.

More than a decade of digital commerce innovation has conditioned consumers to expect more from their shopping experiences. But times have changed, and creating thousands of static business rules just won't cut it anymore.

Lucidworks Fusion uses AI and machine learning to make online shopping experiences uniquely personal, clearing the path from query to click to cart to conversion.

Self-Learning Personalization

It's hard to know why certain products don't sell or even why certain customers search and leave. Fusion captures and aggregates user interactions like queries, clicks, and cart behavior and then delivers a custom shopping experience in real-time. Make every customer feel like one in a million, not one of a million.

A/B Testing and Experiments

You changed something on your site. Is it better? Fusion features multi-variate testing and experiments to constantly tune and optimize the customer journey and purchase flow. Run dozens of experiments simultaneously in production without having to bother your data scientists or wait for

your engineers. Fusion provides charts and dashboards to show performance, improve user experience, and meet business goals.

Empower Your Merchandisers

Merchandisers require predictive analytics to deliver the right product to the shopper, at the right moment. Lucidworks Predictive Merchandiser is the AI merchandising solution that optimizes search results and boosts product placement, without having to rely on IT. Not only does AI enhance the quality of search results, it also eliminates repetitive tasks, like maintaining mountains of business rules. This frees merchandisers up to use their expertise, taste, and creativity to stay ahead of the competition.

Top 5 Home Improvement Retailer

A top five home improvement retailer saw add-to-cart rates increase 17%, checkout increase 18%, and an incremental \$6.5M added to revenue after adopting Fusion.

Major Fashion Retailer

A major fashion retailer implemented Fusion with only default relevance tuning enabled and saw a 6.8% lift in conversions within 3 weeks.

FUSION FEATURES	
FEATURE	DESCRIPTION
HYPER-PERSONALIZATION	Uniquely personalize every shopper's experience and improve conversion and click-through rates.
PREDICTIVE MERCHANDISING	Eliminate manual coding of rules and give merchandisers fine-grained control over product rankings in results.
SIGNALS FOR ML AUTO-TUNING	Capture what users click on and what they don't and what they buy and what they leave in the cart to automatically tune search results.
ANALYTICS	Derive detailed real-time reports and visualizations from user behavior.
HEAD-TAIL ANALYSIS	Alert business users to misspelled queries and query re-writes to automatically improve relevancy.
A/B TESTING WITH EXPERIMENTS	A/B test various scenarios with metrics-based goals such as conversion and click-through rates.
AUTO-SUGGEST	Leverage user signals to surface auto-suggestions as users type in the search box.
AI-POWERED RECOMMENDATIONS	Use clustering and classification to generate related product recommendations.
CONTENT CATEGORIZATION	Combine existing product catalogs with shopping behavior to automatically classify and tag new products.
NATURAL LANGUAGE PROCESSING	Parse and process plain language queries so users can search like they speak.
INCREMENTAL UPDATES	Index fast-moving data such as inventory and pricing changes.
SCALABILITY	Scale performance with open-source Solr and Spark, even as inventory and user volume grows.
FLEXIBLE DEPLOYMENT	Deploy on-premise, in the cloud or as a fully-managed service.
CLOUD-NATIVE MICROSERVICES	Expand capacity dynamically and reduce the risk of unscheduled downtime.

foot locker

verizon

O'Reilly AUTO PARTS
PROFESSIONAL PARTS PEOPLE

lenovo

MENARDS

goop

Get Started or Learn More

For more information or to start using Fusion, contact us today at lucidworks.com/contact or call 415-329-6253.