

Survive the Cyber 5



Cyber 5 – the five days from Thanksgiving to Black Friday to Cyber Monday – are the most important days of the year for any online retailer.

Check out these **5 ways** Lucidworks helped some of the world’s biggest brands survive Cyber 5 and dramatically improve their product discovery experiences.

1. Invest Now in Digital

Retailers spend at least 3 months planning for Cyber 5, and they should: **Online sales** play a huge part of total sales, especially with shuttered stores from the pandemic.



We had a massively successful Cyber 5 weekend. Lucidworks handled

1,000,000,000

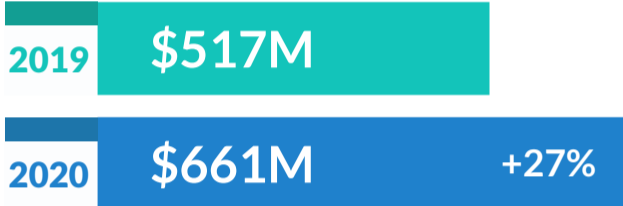
requests over its five largest commerce customers alone, making it a record breaking year.

2. Getting Search Right is Critical

With millions of shoppers browsing your site during Cyber 5, making their search experiences easy and fast is a top priority.

A big-box retailer partnered with Lucidworks to optimize their customer search experience and saw explosive growth over Black Friday weekend.

Search-Based Sales



Search-Based Shopping



3. Put AI to Work

Make sure your customer’s search never comes back with the dreaded *null results* page. **A top fitness apparel brand** put Lucidworks AI and machine learning to work and came back with a huge ROI.



4. Watch Out for These Gotchas

Though AI and machine learning will improve the product assortment you present to every shopper, make sure your product discovery platform helps you solve for these often overlooked use cases:

Brand Not Carried

Match brands you don’t carry with ones that you do.

Not in stock

Items with inventory or shipping problems should rank lower in results.

Thematic Query Groupings

Provide suggestions to subjective searches based on occasions like *gifts for her* or *holiday party looks*.

Highly-Specific Searches

Allow subjective searches to present relevant items, even if it’s not exactly what the customer was looking for.

5. Scale it to the Sky

Another part of the search puzzle: Make sure your infrastructure can keep up. A big-box retailer saw smooth sailing during their busiest time of the year with Lucidworks.



Want to Make Your Next Cyber 5 a Success?

Request a complimentary site assessment where our commerce experts will help you identify opportunity areas to improve customer experience.

[REQUEST ASSESSMENT](#)