FactFinder Infinity Feature Overview

Product search
By default, all search results returned by the engine are ranked by relevance. Relevance is determined through Machine Learning, which combines keyword-matching, behavioural insights, business logic and a network of relationships between products.

Predictive searches
Suggests popular searches even before a client has typed a query.

Insights
The Insights Dashboard provides total search volume with adjustable time periods. It also displays analytics regarding search trends over time, changes in product rank order and conversions rates for all queries (click, add to-cart, purchase). Additionally, the dashboard highlights search queries that the system fails to understand in their current form, such as when the search terms used do not match any products in the catalogue**.**

Suggest
This feature dynamically offers autocomplete suggestions in a search bar, for instance, typing "Har" might instantly display "Harry Potter" as a potential match, enhancing the search experience.

Ranking
Rank results based on any product attribute. For example, promotional campaigns, new products, high-margin products, etc. The engine intelligently applies product attribute rules and will only boost a product if it's relevant. This way, a winter jacket, for example, will not be boosted to the top of search results during summer, even if it's on sale.

Content Search
Search for things other than products (e.g. guides, blogs, articles, etc.). The list of content results will be returned in a separate list from the product results and – by default – will be ranked according to relevance.

Filters
Faceted filters can be built using any product attribute (date, number or text). Brand, category and price are the default filters. The feature also allows users to select and deselect facets. Applying a facet will narrow the search results and new facet values will be re-calculated based on the filtered results. All faceting options with a value less than zero (i.e. the count of products that contain that filterable attribute) will be returned. The engine can decide what facets are relevant for the current search result and strip away any irrelevant facets. This is particularly relevant for stores with multiple facets and a high volume of broad searches.

Navigation
Allows users to create 'Category' navigation and product listing pages that can be personalized the same way as the results from site search (see Personalization).

Redirects
When a user types a predefined keyword, such as 'opening hours,' and presses enter, the engine immediately redirects them to a designated URL, directly providing the information sought without navigating search results.

Experience editor
The experience editor allows users to nudge the AI engine in the right direction. For instance, AI algorithms tend to have trouble differentiating between when someone is looking for an accessory versus a device, such as an iPad or an iPad charger, when there isn’t enough behavioral data available. The experience editor allows users to manually create custom feature sets that match a user’s true intent.

Personalization
The engine dynamically organizes search results to align with each visitor's personal preferences, such as brand, gender, size and other product attributes, as well as their in-session purchase intent. This customization is achieved by using browser cookies or the user's ID to tailor the search experience in real-time.

Recommendations
Recommends relevant products based on the strategy of your online shop. There are different options available, including:

Similar products: the AI engine maps relationships between products and understands which other products fit the user's intentions. This process enables the presentation of a broader selection of relevant products, offering users inspiring alternatives that align with their search intent.

Recommended for you: presents specially selected products that are relevant to each unique visitor, using purchase history and personal preferences.

Cross-sell: a feature that taps into the buying habits associated with frequently paired products, transferring these insights to similar items in the same context. This opens up recommendations for a variety of complementary products, including newer and niche ones that haven't amassed much behaviour data yet.

Top lists: highlights product groups like bestsellers, new arrivals or current promotions.

Basket recommendations: provides suggested items that will fit well with the rest of the products in the shopping cart.

Pulse
AI-powered merchandising solution detecting micro-trends in the assortment in real-time. Products that are trending will be ranked higher to increase relevance. Additionally, users can manually promote products they wish to highlight, boosting their visibility in search rankings.