



► USER SHOWCASE | AI SEARCH

# Maximize Relevance And Speed For Shopify Search With AI

Boost's AI-assisted search leverages natural language processing (NLP) with facet extraction, typo tolerance, AI synonym detection and so on. Thus, our system will return well-matched search results at the blink of an eye to better shoppers' experience and propel sales.

**4.9★**

on Shopify App Store

**1,700+**

5-Star Reviews

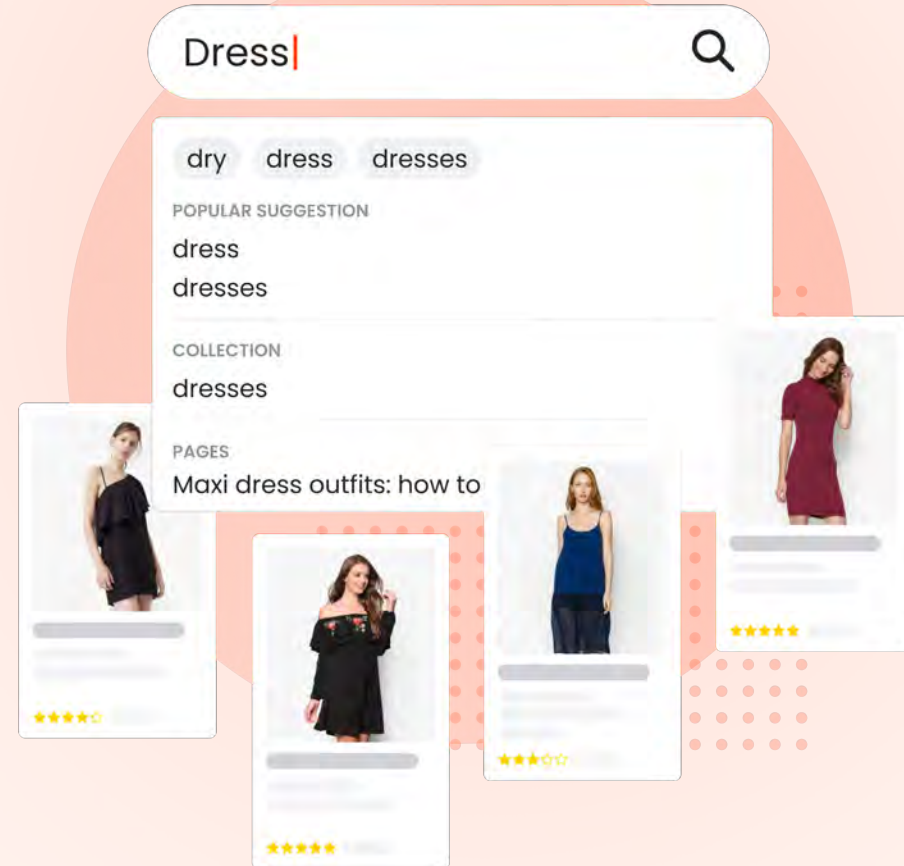
**14,000+**

customers are using Boost

Real stories from top Shopify brands on how Boost AI Search & Discovery helped them running their eCommerce business effectively.

**PROTEIN  
PACKAGE**

**rollie**



# Seamlessly Handle Search Terms With High Complexity

The search functionality is a huge win for any eCommerce brands. Studies indicated that **78%** of online shoppers report encountering roadblocks when searching a retailer's website. A shopper comes to your site with a specific product in mind. They're not there to browse or pass time scrolling. They're highly motivated to make a purchase in minimal time and with minimal effort. Online merchants need to eliminate common product discovery problems and optimize online stores for purchase-ready customers.

Boost has developed an intelligent search engine using AI technology to make site searchers convert at least **2x** better than pure browsers.

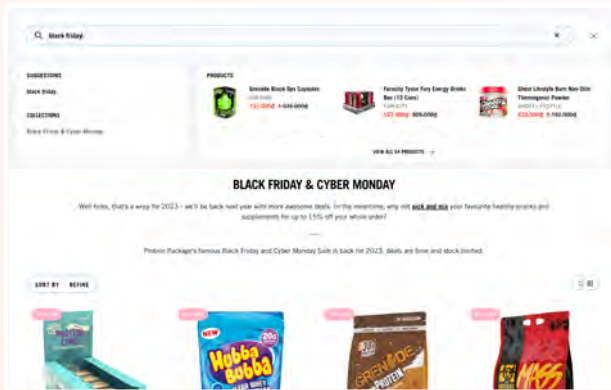
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## Features

- ◆ **AI Search** with AI synonyms, scoped suggestions, AI-fueled algorithm.
- ◆ Autocomplete, typo tolerance, spell check, no search result suggestions, stop words, search by product metafields.
- ◆ Fallback search, numeric search, fulltext search, search redirects.
- ◆ Instant search display, search suggestion dictionary, and custom search page display.

## Benefits

- ◆ Achieve higher conversion rates via search results that match shoppers' intent.
- ◆ Provide a better customer experience.
- ◆ Apply search analytics data to make better business decisions.



## Protein Package

Founded in 2017, the brand is on a mission to revolutionize the famous ‘pick and mix’ you enjoyed as a kid but, instead, for the healthy snacks that everyone loves today. They’re well on the road to becoming the UK’s number one provider of convenient health foods, high protein snacks and sports supplements. with reasonable prices.

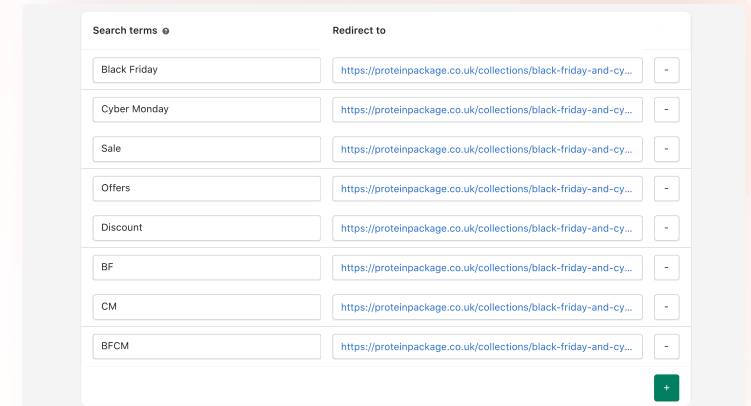
- ◆ Industry: Food & Beverages
- ◆ Website: [www.proteinpackage.co.uk](http://www.proteinpackage.co.uk)
- ◆ Location: United Kingdom
- ◆ Boost's customer: Since 2017

During the holiday sale season, redirects are always the first thing they set up for big events like this. Most people simply search “Black Friday” so they create **redirects** for this and any **synonyms** such as “BF” to push customers directly to their Black Friday promotion collection so there is no confusion on where to get all their limited-time offers. Taking this one step further, adding the “Black Friday Sale” as high priority in the **Suggestion dictionary** will funnel more customers to this page even if their initial search idea started as something different.

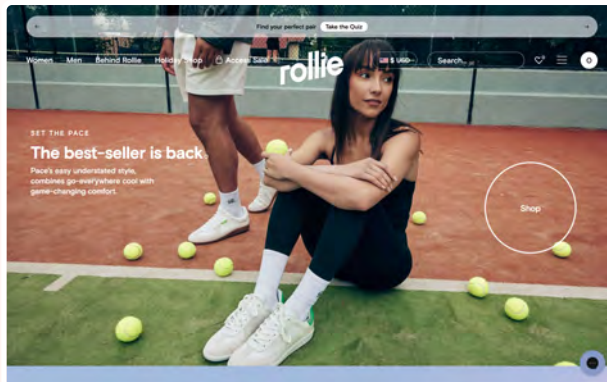
We’d like to give an honorable mention to the **‘top search terms with no result’** that you can find within **the analytics tab**. As a business offering hundreds of brands, we’re always on the lookout for the next big brand or new release. The chances are if customers are searching for a particular product but get no results, it might be a good idea to consider stocking it.

“Comparing the time before and after installing Boost, our conversion rate went from 2.5% to 3.2% which over a year equates to around a £250,000 increase in sales. For a small family business like us, this increase in conversion rate is huge.

— GEORGE GREENHILL, Founder of Protein Package.



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## Rollie Nation Shoes Online

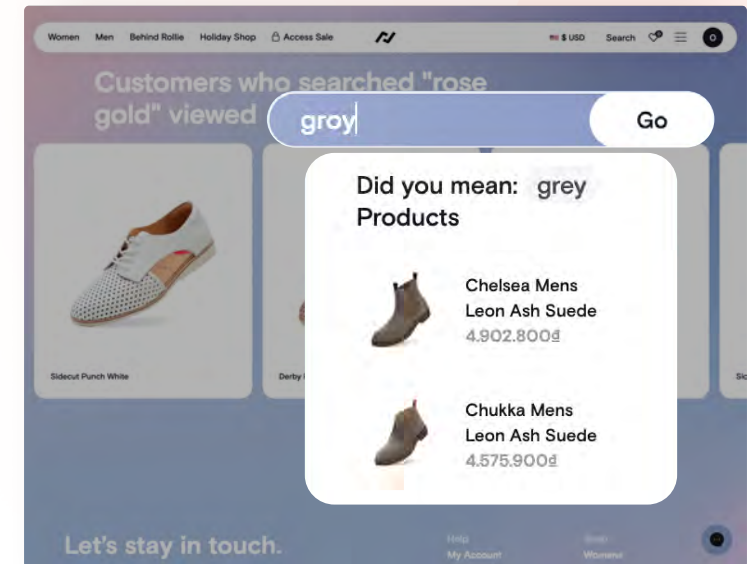
Rollie founder Vince Lebon has been doing shoes for a long time, and after 10 years of designing shoes for Australia's top independent footwear company. Rollie is now sold in leading stores in countries around the world including Australia, New Zealand, Italy, South of France, Netherlands, Germany, Canada and USA.

- ◆ Industry: Clothing & Fashion
- ◆ Website: [www.rollienation.com](http://www.rollienation.com)
- ◆ Location: Australia
- ◆ Boost's customer: Since 2020

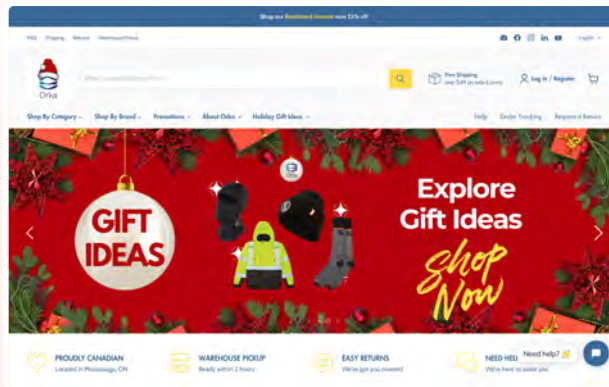
In the 2020, Rollie team first integrated Boost AI Search & Discovery on their search and collection pages. To improve the search experience on the storefront, the brand has been using **instant search display** with **spell check** and **search suggestions** to get shoppers to the right items even when they put in misspelled terms. For example, if a customer type in **'groy'**, the search engine immediately recognize that word should be **'grey'** so they display some product that have gray variant.

Also, Rollie is also among first users enabling AI synonyms to get shoppers to right items they're searching.

- Gold Rose → Rose Gold
- Totepack → Tote bag
- Shoes/Shoe → Sneakers







## Orka

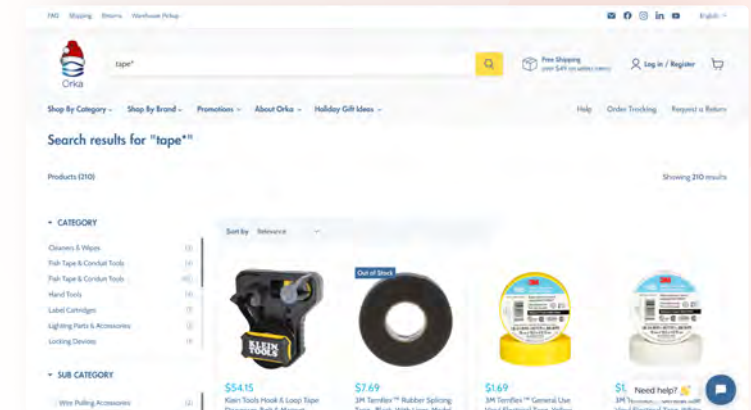
Orka is an online electrical supplier catering to customers looking for authentic, high-quality electrical products and technologies from worldwide leading manufacturers.

- ◆ Industry: Home & Garden
- ◆ Website: [www.orka.ca](http://www.orka.ca)
- ◆ Location: Canada
- ◆ Boost's customer: Since 2021

They have **thousands of SKUs** on their site and they're constantly adding new products. Hence, no need to say they needed an advanced search feature to allow users to find products they were looking for while promoting other related products.

Search features that solved the pain point:

- **Robust search algorithm** that matching search results with shoppers' intent in milliseconds.
- **Searchandising** rules to promote related products to boost sales.
- **Synonyms** and **suggestions** to avoid no search results found.



“We wanted an app that would allow us to handle a more advanced search feature, but also work on search result (collection) page filters.”

— MORGAN MOREIRA, eCommerce Marketing Manager at Rexel Canada.

After a few months, the Boost app accounts for about **9%** of total revenue, and help site searchers convert **6X better**.



# Amaze Your Shoppers With Relevant Search Results In Milliseconds That Boost Sales

Let's start with the best-in-class tools like **Boost AI Search & Discovery** to win conversion boosting as well as increases the lifetime value of each one.

For more success stories on how Boost is helping eCommerce sites drive powerful, unique, proven product discovery and shopping experiences, visit our [success stories](#).

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