

## Next-generation B2B & B2C composable eCommerce Search & Recommendations platform



### Search AI powered by Google Cloud Discovery AI

- Powerful Google trained ML & AI models developed for eCommerce business use cases
- Capture user data using tracking code snippets (GroupBy Tags)
- Leverage AI & real-time data to deliver more relevant results
- Leverage NLP & synonym detection, advanced semantic query understanding, & trained product ranking models
- Personalized search ranking
- Ability to use dynamic product filters at scale
- Automatically boost & bury products to a target audience for better customer experiences & promotions
- Support all fulfillment types (online delivery, BOPIS, curbside pick-up, same-day delivery)



### Recommendations AI powered by Google Cloud Discovery AI

- Powerful Google trained ML & AI models serve up highly personalized product recommendations at scale
- Meta-data & user behavior driven
- Relevant recommendations even within a single session – Handles 'cold start items' (new items) for 'cold start users' (new users)
- Seamless recommendations for use across your omnichannel strategy
- Improve click-through rate, conversion rate, and revenue metrics
- Cross-sell products throughout the user journey, e.g, search or browse, pdp, add to cart & checkout



### Data Enrichment

- GroupBy identifies the most important attributes for your customers using our proprietary data enrichment platform
- GroupBy will classify & product-type your catalog, & add useful contextual product attributes from our library
- Cleanup existing product catalog data by normalizing units of measure, color, spelling, etc.



### Merchandising via Command Center

- Boost or bury products per your merchandising requirements
- Build targeted campaigns & measure their performance
- Business user controls for merchandising (no IT resource required)
- Validate merchandising campaigns/configurations through easy to set-up A/B testing
- Optimize results for key metrics such as clickthrough or conversion



### Analytics & Reporting via Command Center

- Gain a 360-degree view of your customer's interactions
- Uncover actionable insights through advanced analytics reporting & dashboards
- Build customer dashboards with direct access to the self-serve Looker data analytics platform
- Identify consumer habits & understand their intent
- Easily identify UX improvements to optimize the omnichannel customer experience



### ADDITIONAL

## Digital Experience Solutions

### Extract Transform Load (ETL)

- Data aggregation & ingestion from in-store & online sources
- GroupBy will optimize data pipelines for eCommerce
- Connect how customers shop in-stores to their online profile
- Incorporate new data or configurations without going through IT
- Apply business logic downstream of source databases & prior to indexing

### Search Engine Optimization (SEO)

- Keyword analysis
- Sitemap optimization
- Metric integration
- Machine learning algorithms
- Content strategy

Customers that made the switch immediately **improved sitewide metrics**

  
**10%**  
Revenue Gains

  
**30%**  
Increase in Revenue per Visit

  
**17%**  
Increase in Add to Cart

  
**25%**  
Increase in Conversion Rate

# Revolutionize Product Discovery Experiences

- **Increase Sales & Conversion** through the creation of innovative & engaging shopping experiences that easily connect customers with relevant products wherever they are in their buyer journey.
- **Increase Customer Retention** through contextual personalization & recommendation strategies that acquire, grow & retain customers across all touchpoints.
- **Leverage Google's AI** based on years of expertise delivering personalized content across flagship properties, like Google Ads, Google Search & YouTube brands.
- **Access powerful & responsive Machine Learning & Artificial Intelligence models** that have been trained on significantly more in-store & online user data than traditional legacy systems & reduce manual intervention.
- Benefit from a **modern ML engine that leverages NLP, advanced query understanding, & ranking models.**
- **Reach business goals with trained & optimized ML models** for business use cases such as click-through rate, conversion rate, & revenue per order.
- **Personalize results** based on user interaction and ranking models.
- **Reduce null search results** from broad queries with highly relevant results for product listings & category pages.
- **Mitigate challenges** with cold-start customers & product data & **display relevant search & recommendations results** even within a single session.
- **Understand omnichannel context & optimize for user intent** & provide each customer with a consistently relevant experience throughout their journey, no matter the device.
- **Increase lifetime value (LTV) with hyper-relevant, personalized recommendations** that reduce shopping cart abandonment & result in cross-sell/upsell opportunities that increase basket size.
- **Lower Technology Investment Costs** & increase speed to market with a complete **Product Discovery Platform implemented in weeks, not years.**
- **Improve your bottom-line** by reducing manual intervention, IT costs & eliminating the need to hire additional overhead.
- **Access all product discovery features from within a single platform:** Search, Navigation, Recommendations, Merchandising & Data Analytics.
- GroupBy's composable solutions **integrate with your retail tech stack with minimal disruption enabling optimization and efficiency gains while satisfying your business requirements.**

Tenacious. Innovative. Trusted.



Partner with us & be  
at the forefront of the  
**Digital Revolution**

Experience our **Product Discovery Platform** powered by **Google Cloud Discovery AI** for yourself!



For more details or if you'd like to see a demo, contact our sales team at [sales@groupbyinc.com](mailto:sales@groupbyinc.com)



"GroupBy & Google Cloud are two industry pillars that can accelerate Motion's plans & bring additional expertise & perspective to the platforms. Motion is committed to eCommerce excellence & providing a world-class experience to our digital customers. This partnership will result in improved digital experiences for Motion customers & supplier partners."

**Kevin Stone**

VP CORPORATE  
ACCOUNTS & ECOMMERCE

