

Increase conversion rates, order size and shopper satisfaction with best-in-class eCommerce search.

Affordable search, navigation, and reporting – preconfigured and quick to implement



Provide Your Online Shoppers with Targeted Site Search and Easy Navigation – and See the Results.

Studies show that visitors who use site search on eCommerce sites are nearly three times more likely to make a purchase, and that the average order value (AOV) of their purchases is higher. With Mercado Base™, growing businesses now have an affordable solution that brings the quality of eCommerce search used by leading retailers like Macy's, Williams-Sonoma and REI – only packaged and priced for smaller and emerging online businesses.

Many low-cost and free site search solutions enable smaller Web businesses to provide basic search functionality. However, the presence of a search box alone is not enough to satisfy a customer's quest for the perfect product. These out-of-the-box search engines often provide 'feast or famine' results – returning either too many results to manage, or too few. Even worse, they don't know how to handle 'no results' scenarios – failing to turn them into selling opportunities; the reason: not all site search is built for eCommerce.

Search that Sells

If you're not using a site search solution that is optimized for eCommerce, you're leaving money on the table. A proven and effective eCommerce search solution like Mercado Base knows how to speak the language of your shoppers: interpreting intention and desires beyond the literal meaning of words—presenting only those results that are relevant and helpful. For example, a shopper searching for a 'blue shirt' wants to view only shirts and only shirts that are blue. Inferior solutions will produce any items that are blue, any product described as a shirt, or even anything containing the word 'shirt'—like a suitcase that hold shirts. These types of solutions, do not recognize similar terms like polos or tees—leaving out valuable selling opportunities when presenting search results.

Guide Your Customers to the Perfect Product

Dynamic Navigation guides customers through product selection. There's often a delta between what customers say they want (or type into a search box) and what they're really looking for. Someone typing 'camera' into a search box could be looking for a digital camera, a traditional 35 MM camera or even a video camera. Dynamically generated navigation narrows the possibilities into categories relevant to the search term—in this case 'Camera'. Categories now might become Digital, SLR, Point and Shoot, or Disposable. As well, users might now refine their searches by a set of attributes specifically relevant to cameras—like lens type and resolution.

With our Linguistic Capabilities You Always Speak Your Shopper's Language

At the core of Mercado Base is proven search technology that is optimized for the type of query behavior typical in eCommerce applications. Mercado's linguistic capabilities are extremely sophisticated—providing a means of disambiguating and expanding queries, and enabling the "surgical shopper" to quickly find what he or she is looking for. Mercado's linguistic support includes 'similar terms'—whether they are 'equivalent' (e.g. personal computer and PC), synonyms, or even concepts such as shirt - tshirt - tee - tank top. Support for 'common phrases' is also a major strength of Mercado's search, and especially beneficial in online retailing: understanding what a shopper means by 'boot cut jeans' can make the difference between that shopper making a purchase and going elsewhere to buy.

Stemming and associations are two additional linguistic features that successful eTailers find invaluable, but are only supported through a premium eCommerce search solution like Mercado Base. Mercado's stemming support ensures that a shopper's query is always successful by reducing a word to its basic grammatical form (e.g. slimming - slim, as in slim fit). An association is a very useful search technique for the eTailer who wants to expand queries to ensure that she's connecting shoppers with the products in her catalog; Mercado Base provides a set of built-in associations such as common spelling corrections, but eTailers can fine-tune associations for their environment.

Domain Dictionaries Built on More Than a Decade of eCommerce Expertise

In addition, Mercado has amassed a substantial library of domain dictionaries over the past decade of working with online retail leaders. Whether we're talking about the myriad color choices an apparel retailer may offer, or reconciling international units of measurement, Mercado's search and navigation is augmented by a continually expanding thesaurus of real-life terms—providing a practical means of disambiguating shopper queries and accelerating the search-to-sale cycle. That search for 'blue shirt' may result in the purchase of your top-selling 'navy polo'.

Customer Success Organize.com

"We credit Mercado's site search solution with a 60% increase in online orders and a 57% increase in revenue."
-Kevin Watts, Director of E-Commerce, Organize.com

Organize.com

“ Visitors to your Web site who use your site’s search box are 270% more likely to convert into buyers. My recommendation? Before you invest in further external search marketing on sites such as Google, Yahoo!, and MSN Search, revamp your own site’s internal search functionality. ”

- Anne Holland, MarketingSherpa



Let Mercado Worry About Technology

Mercado Base is a Software-as-a-Service (SaaS) solution, which means that implementation and maintenance of your Mercado solution is completely managed by our professional team. This allows you to focus on growing your business—not technology concerns. Even smaller businesses can now leverage the power of the world’s most sophisticated eCommerce search capabilities without the hassles of maintaining software.

Your Customers are Talking to You—Are You Listening?

Your site search can tell you a lot about what’s happening on your eCommerce site. It can give you a strong indication of shopper trends and can serve as an effective forecasting tool – giving you a heads-up on products you should be carrying for the upcoming busy season. The key to gaining this kind of insight is comprehensive and easy-to-use reporting. In fact, one well-known eTailer commented publicly that if he’d paid more attention to his search reports, he would have had a more successful holiday season. Mercado’s search reports allow you to understand what your shoppers are searching for, the results they’re receiving, and whether those results are translating into sales.

The search reports available in Mercado Base provide insight into how shoppers are searching (e.g. keyword; category refinements), frequency of search terms, and properties of search results (e.g. no results or large numbers of results; dominant category or brand). Keyword search reports can be especially useful in helping you understand the most profitable terms within paid search engines like Google and Yahoo.

Mercado Solutions Scale as Your Business Grows

Worldwide eCommerce figures are growing at double digit rates every year. As your business success grows with the industry, Mercado provides a portfolio of solutions to meet your growing needs. In addition to the industry’s most robust search solution, Mercado offers the most advanced searchandising capabilities available. As your requirements become more sophisticated, Mercado is ready to help you accelerate your business by adding online merchandising features to your site like product recommendations, cross selling/up-selling, promotional banners, multivariate testing, and Metrics Driven Merchandising™.

With Mercado Base you get:

HIGH-LEVEL FEATURES	DETAILS
The eCommerce Industry’s leading commerce search algorithm	Priority placed on product name (verse description)
	Combination of exact matches and associations
Highly relevant search, browse and navigation results and rankings	Relevancy thresholds
	Leverages content data structure for matching relevance
Full Linguistic support bridges gap between user terminology and your data	Synonyms
	Spelling correction
	Stemming, derivatives, phonology and more...
20+ industry domain dictionaries	
Dynamically generated navigational paths	Browse by product attribute and classification
	Breadcrumb trail of user activity within site
Comprehensive reports	Search reports
	Navigation reports
	Searches with no results
Recommendations for optimal SEM term bidding	
Seamless upgrade possibilities to leverage advanced merchandising capabilities	Merchandising zones like ‘recommend products’ and ‘best-sellers’
	Cross-selling and upselling
	Promotional banners
	Metrics Driven Merchandising