

Fusion for Digital Commerce

Increase revenue per visit with omnichannel search and recommendations.

The meteoric rise of digital commerce has dramatically raised consumer expectations for a better shopping experience whether it be on their mobile device, in the store or on a website. Every brand must deliver a compelling, custom experience to every shopper, across every channel in every interaction. Lucidworks Fusion delivers a precise, powerful path from query to click to cart to conversion.

Self-Learning Personalization

You don't know your customers as well as you should. You might not know why certain products don't sell. You can't figure out why certain customers search and leave. Fusion lets you capture and aggregate user interactions, also known as "signals", like queries, clicks, and cart behavior in real-time so every shopper gets a customized experience that is continuously refined—even taking into account regional trends and seasonality. Make every customer experience personal and ensure every query gets the best possible results.

Automatic A/B Testing

You changed something. Is it better? Fusion features A/B

testing and experiments to constantly tune and optimize your shopping and purchase flow. Rather than run a few experiments that take months to start, run dozens on production data—without having to bother your data scientists or waiting for your engineers. Use charts and definitive answers to prove your changes, improve user experience and meet your goals.

View the Customer Journey

What is your customer's path to success? Can you visualize the path both groups and individuals take on your site? Can you tell what makes them buy and what makes them leave?? Fusion shows you the full customer journey from awareness, to transaction, to delivery, to support and to referral.

Top 5 Home Improvement Retailer

One of the top five home improvement retailers moved their search to Fusion and saw add-to-cart increase 17%, checkout increase 18%, and an incremental \$6.5M to the checkout.

Major Fashion Retailer

A major fashion retailer who recently implemented Fusion – with just basic tuning functionality enabled, saw a 6.8% lift in conversions within 3 weeks.

Fusion Features		
Feature	Description	Fusion
AI-powered Merchandising	Leverage AI to automatically suggest and generate rules sets based on sitewide user behavior	<input checked="" type="checkbox"/>
Signal-driven Relevancy	Capture user signals like clicks and queries to fine-tune relevancy and move popular products to the top of results	<input checked="" type="checkbox"/>
Analytics	Derive detailed real-time reports and visualizations from user signals	<input checked="" type="checkbox"/>
Head-n-Tail Analysis	Alert business users to misspellings in queries and potential query re-writes to automatically improve relevancy	<input checked="" type="checkbox"/>
A/B Testing with Experiments	A/B test various query pipelines with metric based goals such as conversion and click-through rates	<input checked="" type="checkbox"/>
AI-powered Spellcheck	Automatically generate spelling and synonym lists that include common misspellings and misplaced blank spaces	<input checked="" type="checkbox"/>
Auto-suggest	Leverage existing business signals to generate auto suggests as user types in the search box	<input checked="" type="checkbox"/>
Interface for Relevancy Tuning	Easy-to-use interface for relevancy tuning and managing boost, blocks, and other business rules	<input checked="" type="checkbox"/>
AI-powered Recommendations	Leverage existing signals to generate related product recommendations	<input checked="" type="checkbox"/>
Indexing Speed	Reduce indexing times up to 80%	<input checked="" type="checkbox"/>
Personalization	Personalize end user experience to improve conversion and click-through rates	<input checked="" type="checkbox"/>
Content Categorization	Use existing product catalog and signals to automatically classify and tag new products	<input checked="" type="checkbox"/>
Natural Language Processing	Allow users to utilize natural human language to search for items	<input checked="" type="checkbox"/>
Incremental Updates	Index fast moving data such as inventory and pricing changes	<input checked="" type="checkbox"/>
Scalability	Scale to the largest commerce sites with a reduced infrastructure footprint vs. Endeca	<input checked="" type="checkbox"/>



Get Started or Learn More

Try Fusion: lucidworks.com/labs

Contact us: lucidworks.com/contact