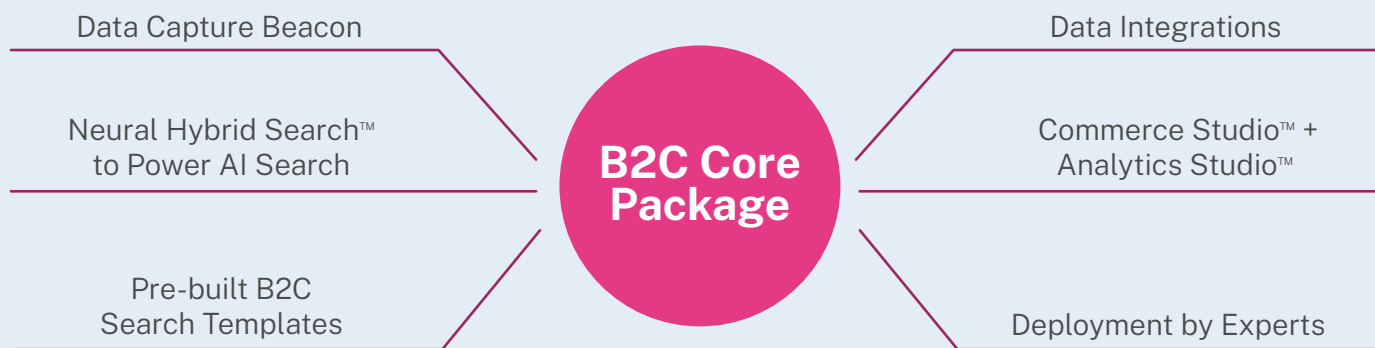# Modernizing B2C Search
Stop Losing Customers to Bad Search

Lucidworks

In today's digital landscape, search is table stakes for staying competitive. According to Forrester, **68% of customers won't return to a site with a poor search experience.** Lucidworks' B2C Core Package enables organizations to quickly modernize their search and discovery capabilities with preconfigured tools that deliver immediate value.

Introducing the B2C Core Package

Developed by search experts to offer everything B2C needs for modern search that pays

Data Capture Beacon

Neural Hybrid Search™ to Power AI Search

Pre-built B2C Search Templates

B2C Core Package

Data Integrations

Commerce Studio™ + Analytics Studio™

Deployment by Experts

As search rapidly evolves from standard keyword-based approaches to AI-driven, personalized, and multimodal experiences, Lucidworks ensures you not only meet current business needs but are also prepared for what's next — like Conversational AI, Multimodal Search, and Agentic Experiences.

The world's largest retailers, manufacturers, and distributors trust Lucidworks to deliver exceptional search and discovery experiences.

Effortless Search, Instant Value

Out-of-the-box search settings eliminate complexity, delivering fast, accurate, and intuitive search experiences right from deployment.

Find

Deliver fast, accurate results with intelligent search capabilities.

With **Neural Hybrid Search**, combine semantic understanding and keyword precision for unmatched relevance. Features like **Autocomplete & Typeahead** suggest results as users type, while **Synonym Detection** expands queries with related terms. **Spell Check** keeps searches seamless by correcting misspellings automatically.

Boost

Optimize result relevance with preconfigured scoring and boosting.

Relevance Scoring ensures the most critical results appear first, while **Field-Level Boosting** prioritizes key fields like product names or descriptions for more accurate rankings.

Navigate

Simplify discovery with intuitive filtering and browsing tools.

Keyword Facets organize results by relevant terms, while **Range Facets** allow users to filter by numerical or date ranges, such as price, size, or availability.

Streamlined Data Acquisition

Connect, organize, and activate your data for smarter search and discovery.

Connect

Seamlessly unify data from any source.

Integrate diverse datasets into a single, unified system. Support for structured and unstructured data ensures no critical information is left out, creating a foundation for a comprehensive search experience.
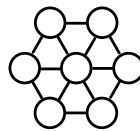
Organize

Structure and enrich your data for better discovery.

Prebuilt data models organize key business data, including Product Details for eCommerce, Customer Profiles for personalization, and Retail Records for tracking. Automated enrichment processes like tagging, categorization, and metadata extraction make your data more intelligent and search-ready.

Activate
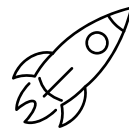
Turn raw data into real-time, actionable insights.

Streamline ingestion and indexing processes to make data immediately available for search and analysis. Lucidworks' pre-configured pipelines ensure that enriched data powers advanced discovery experiences and accelerate time-to-value.

Intuitive Tools for Smarter Merchandising

*Empower business users to control, optimize, and personalize search experiences.*

Curate

Seamless merchandising with an intuitive interface.

Take charge of search and browse results with tools like Visual Rule-Building and the powerful Visual Editor. Dynamically pin, boost, block, or bury products using simple drag-and-drop controls, ensuring alignment with business goals without technical complexity.

Optimize
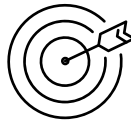
Maximize performance to drive measurable revenue growth.

Leverage Inline Performance Metrics to monitor search performance, conversions, and revenue in real time. Gain insights into trends, optimize results with Query Optimization and Ranking Insights, and ensure every search strategy delivers measurable value.

Personalize

Adapt experiences to meet business goals.

Whether targeting seasonal trends, high-margin products, or personalized results, Commerce Studio supports Merchandising Rules Management, AI-powered Query Rewrites, and Inventory-Based Optimization. Deliver tailored, relevant experiences that drive engagement and conversions.

Insights that Drive Action

Lucidworks Analytics delivers real-time visibility and actionable data to monitor, refine, and measure search performance — transforming insights into measurable business impact.
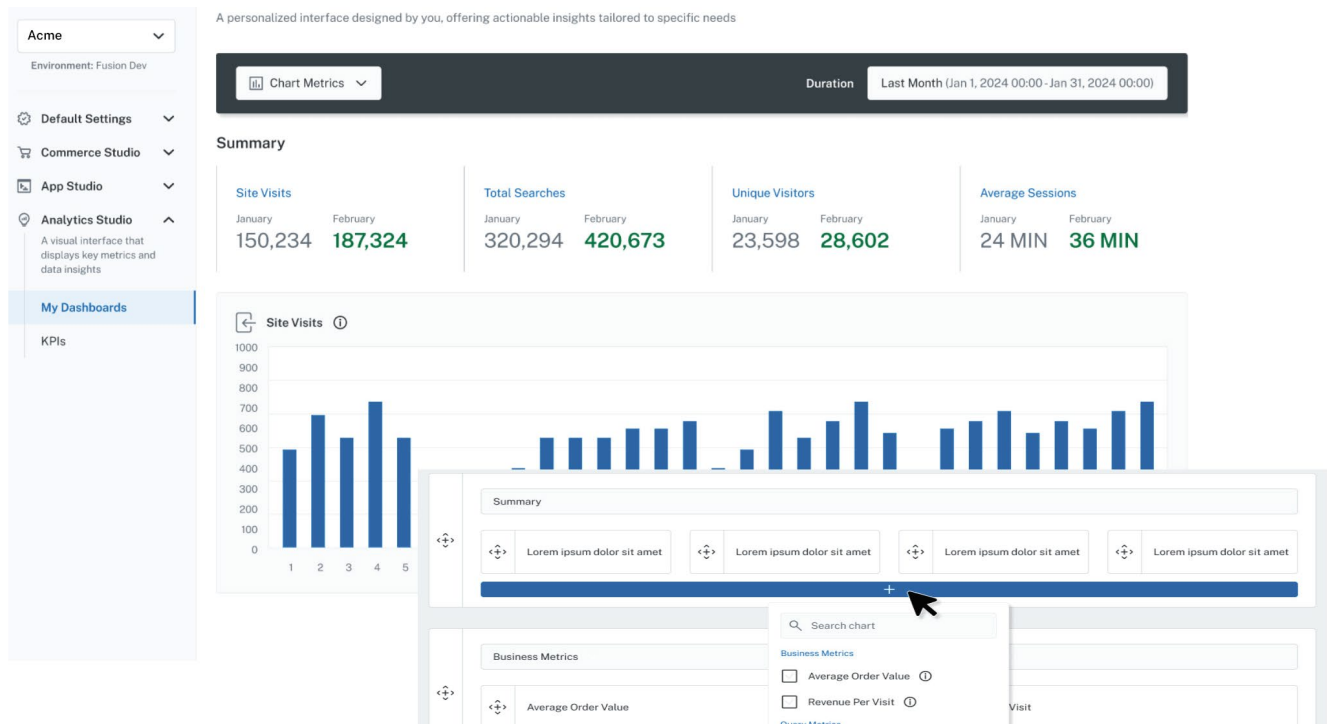
Monitor

Gain real-time visibility into search performance.

Track key metrics like query performance, conversions, and revenue with Inline Performance Metrics. Understand how users interact with search, spot trends, and identify opportunities for improvement — all in real-time.

Measure

Achieve impact with clear, actionable insights.

Track the success of search strategies with detailed performance reporting. Understand how optimizations drive user engagement, conversions, and revenue, empowering teams to showcase ROI and guide future strategy.

Boost B2C Search Relevance by 2x with the Lucidworks B2C Core Package

About Lucidworks

Lucidworks believes that the core to a great digital experience starts with search and browse. Lucidworks captures user behavior and utilizes machine learning to connect people with the products, content, and information they need. The world's largest brands, including Crate & Barrel, Lenovo, and Red Hat, rely on Lucidworks' suite of products to power commerce, customer service, and workplace applications that delight customers and empower employees. Learn more at Lucidworks.com.

Learn More