

Stop guessing, start selling With Advanced, AI-powered Merchandising

Lucidworks Commerce Studio™ | Merchandising that blends AI power with human control

Lucidworks

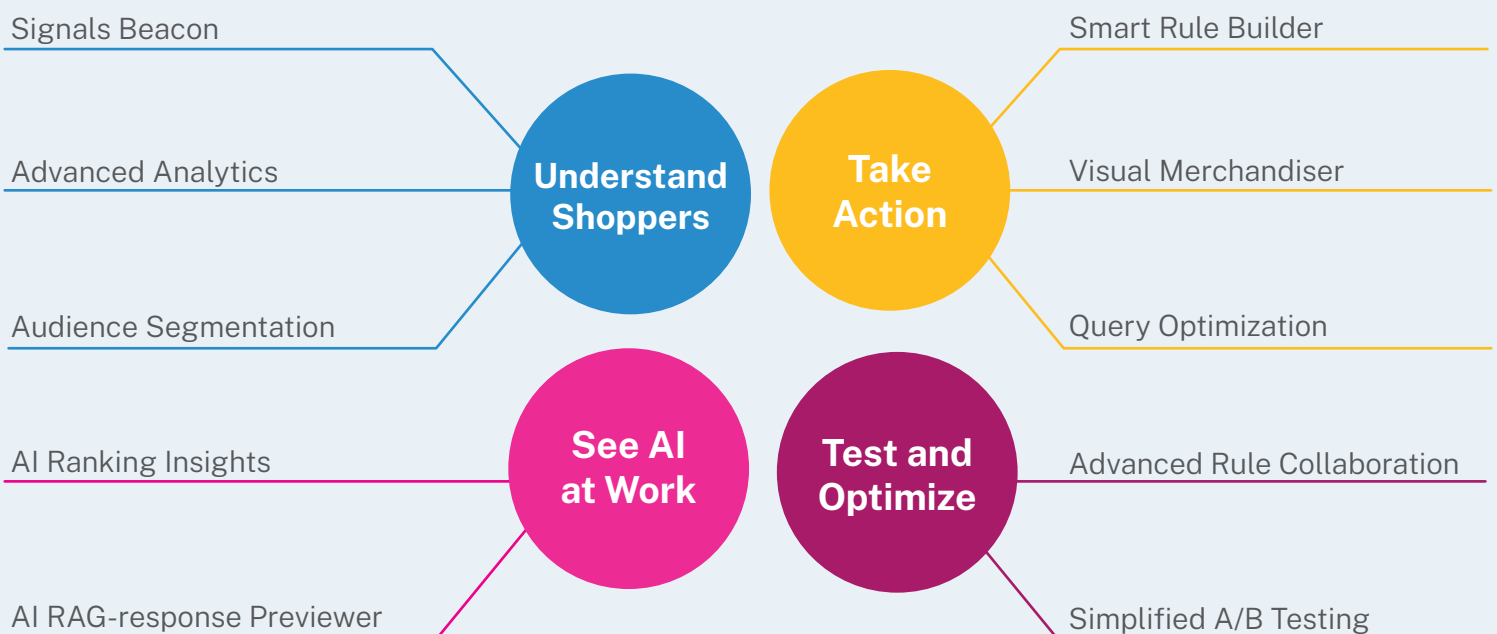
B2C and **B2B** merchandisers spend hours figuring out what's working and what isn't. With so much data but little clarity, it's hard to know which changes will help customers find what they want.

Lucidworks Commerce Studio is a revolutionary merchandising solution that empowers you to curate and optimize your search and browse experiences, driving improved engagement and conversions like never before.

Do all of this with ease, accuracy, and transparency. **It's like getting 1,000 merchandising hours with one click.**

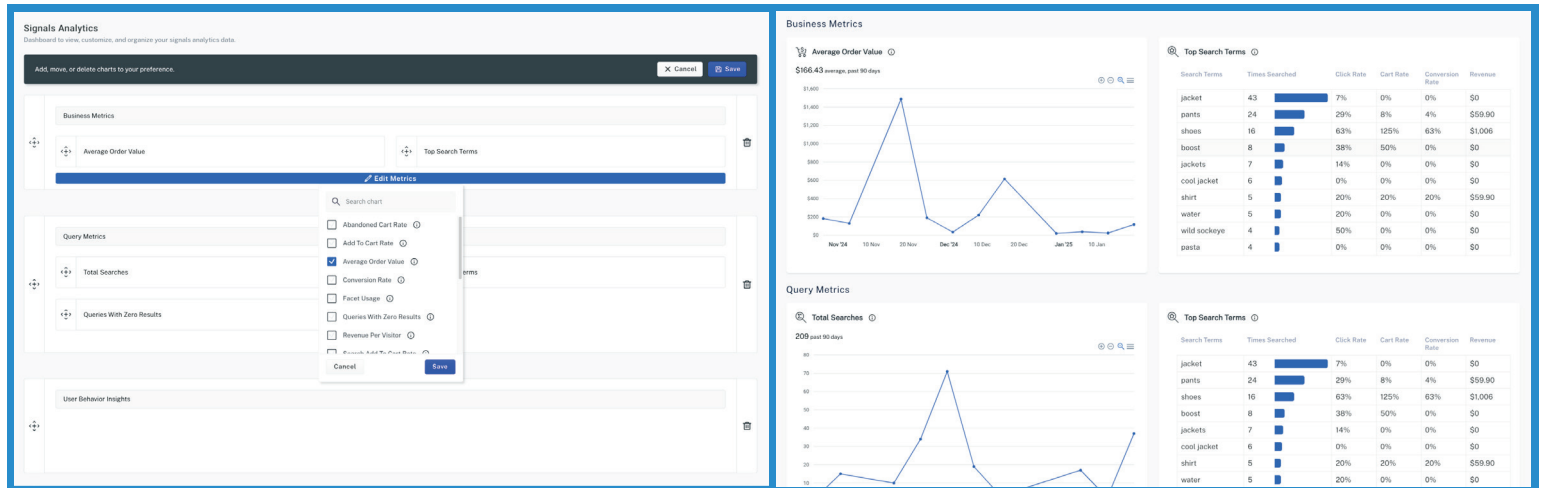
Introducing Lucidworks Commerce Studio™

AI-powered merchandising to improve relevance and boost revenue

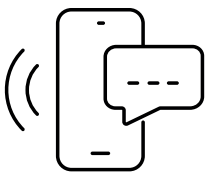


Understand Shoppers Like Never Before

Effortlessly capture and analyze customer insights, make data-driven decisions, personalize search, and create targeted promotions.



Signals Beacon



Provides effortless, configurable tracking of user behaviors, capturing actionable data to inform personalization and optimize search performance.

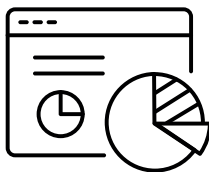
Accelerated behavioral data collection

Tracks searches, clicks, cart additions, and purchases via a lightweight HTML snippet, ensuring rich insights into customer engagement.

Integration with Analytics Dashboard

Seamlessly processes and visualizes collected signals, enabling data-driven decisions to enhance relevance and customer satisfaction.

Advanced Analytics



Get intuitive visualizations of key performance metrics, empowering merchandisers to refine search strategies and maximize revenue through actionable insights.

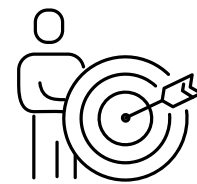
Customizable dashboards and reports

Design tailored analytics views with drag-and-drop widgets and track metrics like click-through rates, conversions, and revenue per search to align with business goals.

Real-time performance tracking

Monitor search trends, identify gaps such as zero-results queries, and analyze top-performing and under-performing products to drive data-driven optimizations.

Audience Segmentation & Personalization



Deliver personalized search experiences and targeted promotions that drive customer engagement and maximize ROI.

Audience segmentation

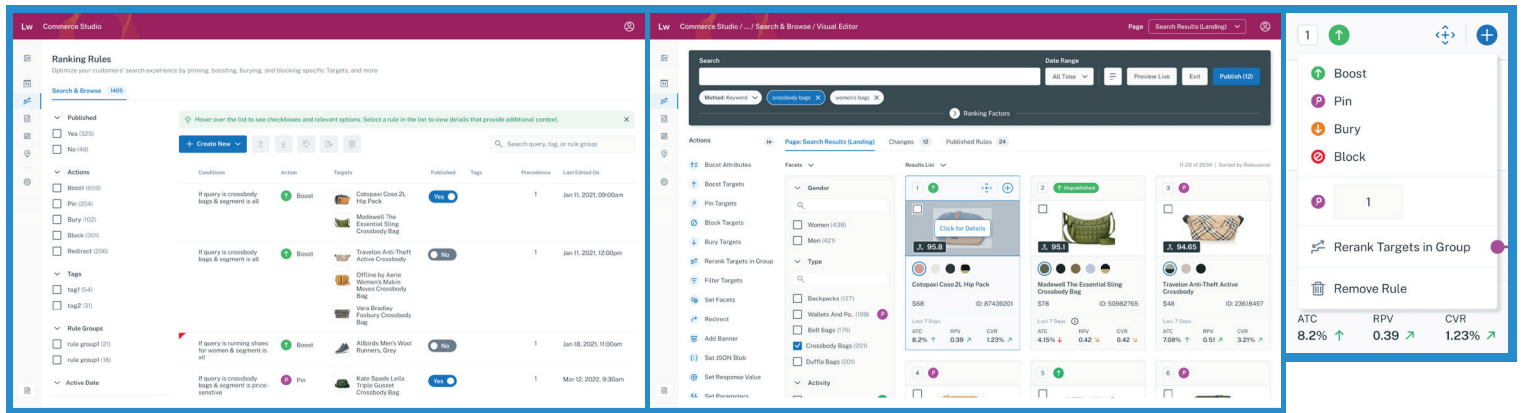
Create and simulate tailored search experiences for specific customer groups, using segments to define and refine rules that align with audience behavior and preferences.

Promotional campaigns

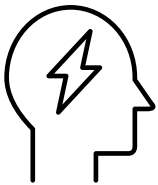
Develop and manage time-bound search-merchandising rules for seasonal or marketing initiatives, with performance tracking to optimize strategies and measure success.

Take Action

Intuitive tools make it easy to craft rules, optimize queries, and visually merchandise products, all without writing a single line of code.



Smart Rule Builder



Easy rules management: Control and optimize search and browse experiences through an intuitive interface, enabling precise and impactful rule creation.

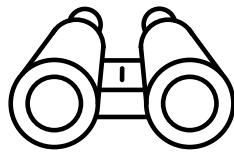
Dynamic rule creation and management

Create, edit, and manage rules to boost, bury, pin, or block products based on conditions like queries, user behavior, or inventory levels, all through a guided interface.

Seamless rule application and visibility

Use a centralized dashboard to manage rule precedence, detect conflicts, and monitor the performance impact of rules with real-time analytics.

Visual Merchandiser



Dynamic, visual merchandising to curate and optimize search results in real-time, ensuring alignment with customer expectations and business goals.

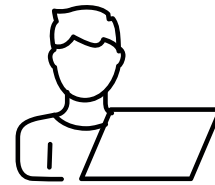
Intuitive drag-and-drop Interface

Visually pin, boost, bury, or block products within search results, simulate audience-specific experiences and receive immediate feedback on changes.

Context simulation and real-time insights

Preview search results for different user segments and contexts while accessing inline performance metrics to make data-driven adjustments.

Query Optimization



Fine-tune search relevance precision with intuitive query optimization tools.

Effortless control, maximum impact

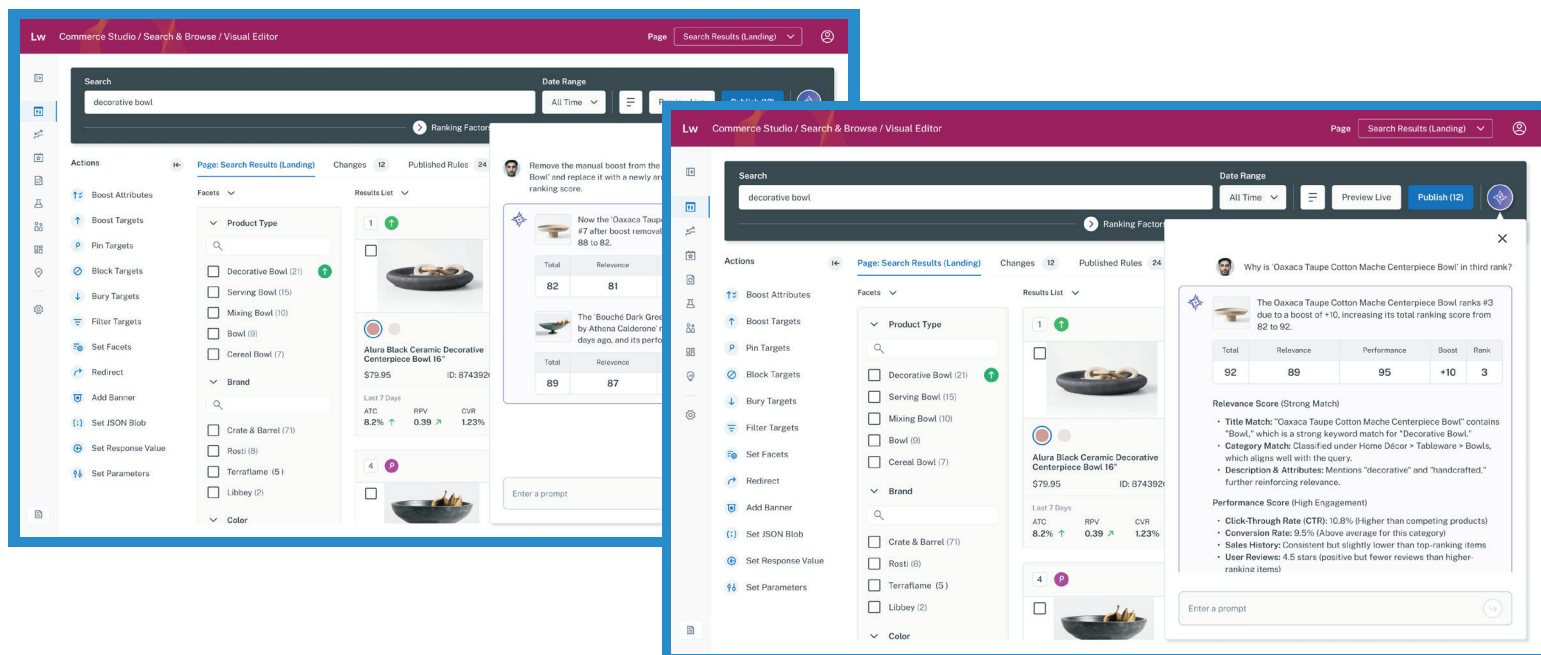
Intuitive query optimization tools put the power of relevance in your hands without the need for complex coding or technical expertise.

Unlock the power of synonyms and boosts

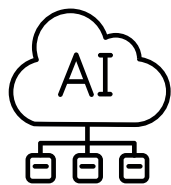
Go beyond basic keyword matching and unlock the true potential of your search. Expand search reach, prioritize key products, and refine search logic.

See AI at Work

Preview and refine AI-generated responses, understand ranking decisions, and optimize your search for happier customers and higher conversions.



AI Ranking Insights



See The "why" Behind AI-powered Rankings

Instead of a black box, you get clear explanations of the factors influencing product placement in search results. See which signals (e.g., popularity, relevance, business rules) drive the AI's choices, giving you confidence in the automated process. With this transparency, you can trust the AI to work for you while maintaining control over your search experience.

Take Direct Action

Adjust ranking factors, provide feedback to the AI, and fine-tune behavior over time. This iterative feedback loop ensures your results remain optimized and aligned with your business goals, leading to more relevant results, happier customers, and increased conversions.

AI RAG-Response Previewer



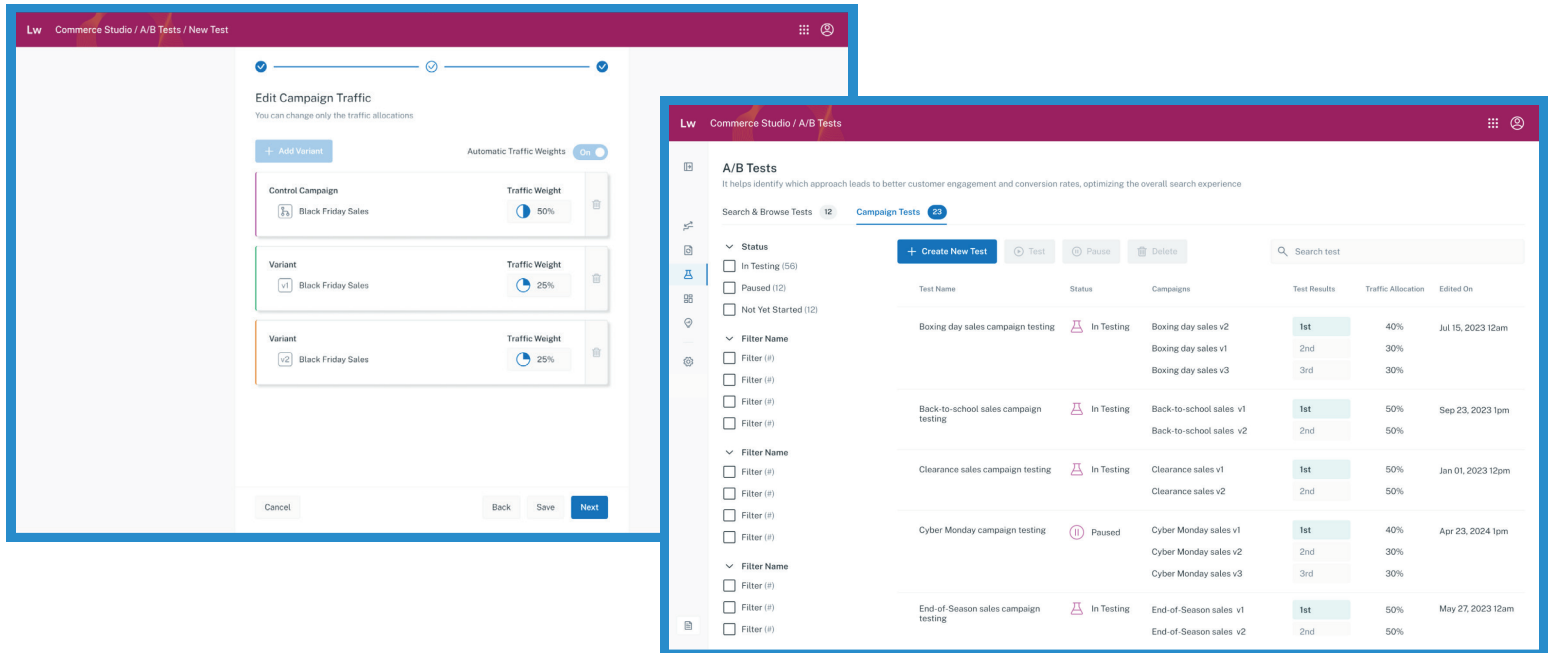
Eliminate Uncertainty

Commerce Studio's RAG-response preview eliminates uncertainty. Before any AI-generated response reaches your customers, you can review and refine it, ensuring accuracy, brand consistency, and alignment with your messaging. This preview function gives you the peace of mind to confidently leverage AI while maintaining complete control over your brand's voice and customer experience.

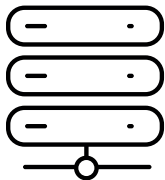
With RAG-response preview, you can catch potential issues early on, preventing inaccurate or irrelevant information from reaching your customers. This proactive approach ensures a seamless and trustworthy search experience, fostering customer satisfaction and building confidence in your brand.

Test and Optimize

Effortlessly create, test, and refine search rules with intuitive interfaces and powerful analytics.



Advanced Rule Collaboration



Enhance teamwork with rule history, version control, and conflict resolution.

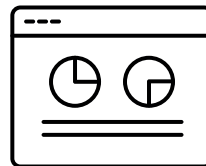
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Simplified A/B Testing



Test and compare multiple search strategies, enabling data-driven decisions to optimize customer experiences and business outcomes.

Flexible test configuration

Design tests with multiple variants, define custom rules for each, and allocate traffic percentages, all while monitoring real-time performance metrics to ensure statistical significance.

Integrated performance insights

Compare test results side-by-side within an intuitive dashboard, evaluating variant effectiveness across metrics like conversions and engagement to refine strategies.

Built for Success

Commerce Studio is the most advanced B2C and B2B enterprise commerce solution available.



The Best Trust Lucidworks

ORIFLAME
— S W E D E N —

Lenovo

MINTEL

Crate&Barrel

goop

KÜHL

pig New Pig

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](https://lucidworks.com).

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