





Shopware United Connect

EU CONFERENCE

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 @ShopwareUnited

Streamlining Product Catalogs: How Doofinder Simplifies Search & Discovery with a Success Story



Tobias Poeschl
CEO by Aventux

Aventux



E-Commerce Agency:
Themes, Plugins, Migrations



Founded: 2019



Doofinder: 2024

68%

**of customers feel
frustrated
with the overall product
search experience**

63%

**of online stores are
dissatisfied
with their search
functionality**



Anna Atmis

Regional Marketing Manager



AI Search & Discovery



Founded: 2011



Customers: + 15 K
(worldwide)

In DACH +4K



SEARCH &
DISCOVERY

DOOFINDER®

Product Search & Discovery

- **Search:** Active customer buying behavior through internal shop search
- **Discovery:** Encourage customers to browse indirectly through product recommendations

Active Exploration:
Product Search

&

Passive Exploration:
Personalized
Recommendations

What challenges do you and or your clients face with the e-commerce a basic search ?

- A large product catalog?
- Increasing conversions?



Why are Search & Discovery so important?

1. Customers who search **convert 2-4x more** effectively
2. Personalized Recommendations drive a **40% increase** in click-through rates
3. More efficient **purchase completion**





Sport & Accessoires



Founded: 2021,
operating in Germany



Platform: Shopware 6



Doofinder: 2024



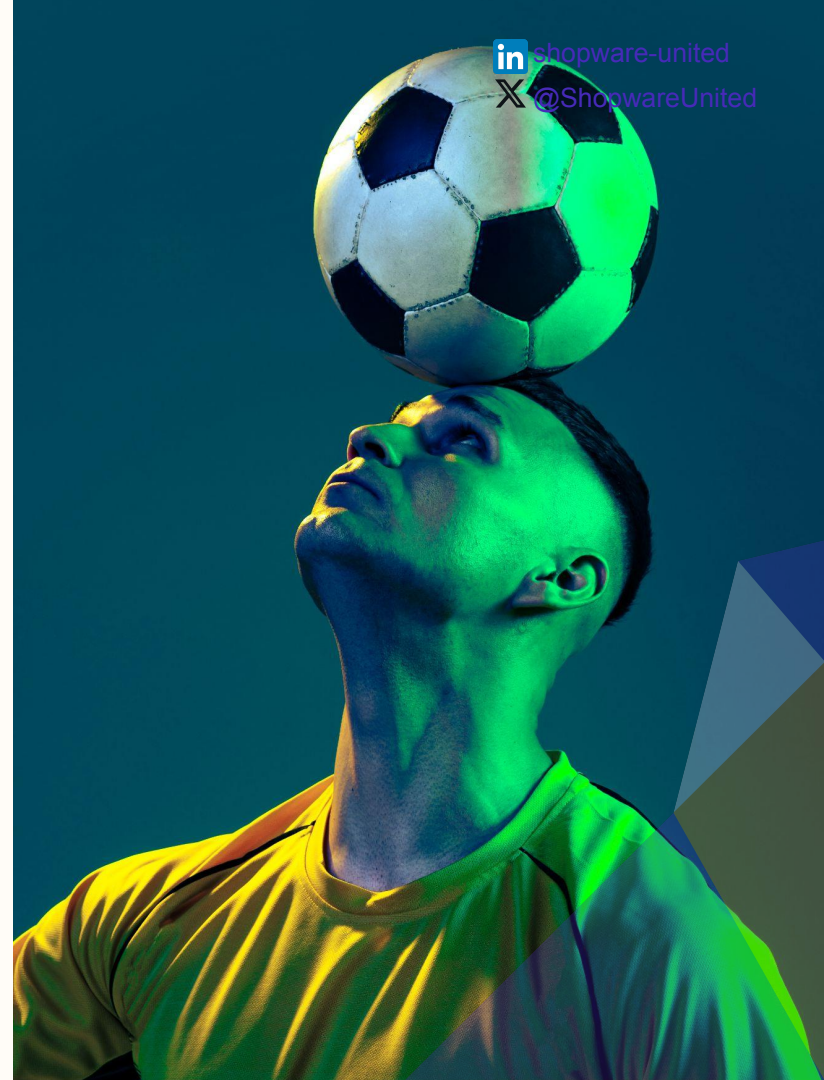
Challenge for Teamsport-sale.de


DOOFINDER[®]

“With such a large product portfolio of 15,000 sports items in countless variations, we needed a solution that could efficiently handle the complexity”

– Sven, Teamsport-sale.de

- **A large Product Portfolio** (15,000 sport products in numerous variations)
- **No Elasticsearch** as External Server
- **Incentivizing purchases** was a challenge





A woman with dark hair, wearing a white blazer over a white shirt, is looking down at her smartphone. She is standing in a city at night, with blurred lights and buildings in the background. The scene is lit with a cool blue tone. The text is overlaid on the right side of the image.

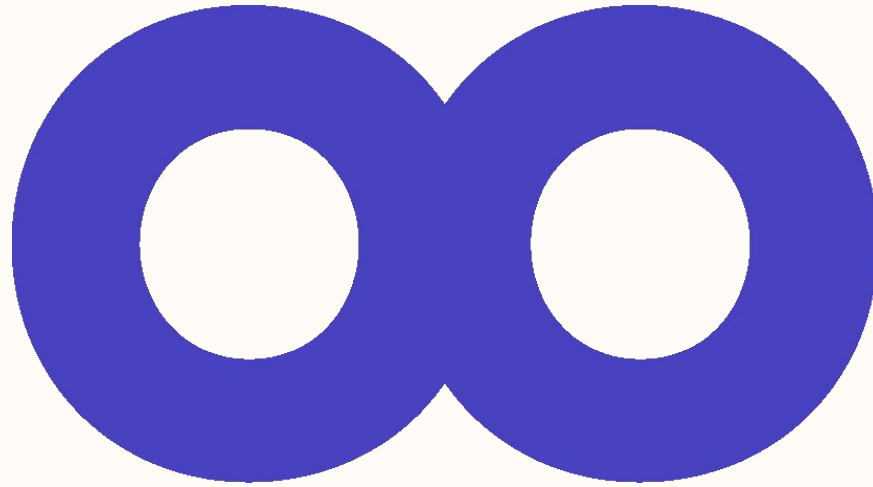
Solution:
**Optimizing the
Shop Search-But
with **Whom?****



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BOOSTING

Boosting, a key element of Dynamic Re-Ranking, is a set of features that can significantly influence the relevance of products.

Boosting Puma Driving Football Shoe Sales with Unmatched Value

fussballschuhe
puma fussballschuhe
fussballschuhe black
hummel fussballschuhe
future fussballschuhe

✕

Kategorien

- Fussballschuhe
- Marken
- Schuhe
- adidas
- Nike

Mehr sehen ▾



Marken

- adidas
- Nike
- Puma
- Mizuno Corporation
- Hummel

Mehr sehen ▾

Preis

214 Ergebnisse gefunden Sortieren nach Relevanz ▾

213			
213		<div style="text-align: center; margin-bottom: 5px;">50%</div>  <p style="font-size: 8px; margin-top: 5px;">Puma Future 7 Ultimate FG/AG Fussballschuhe sunset glow-puma black 46,5</p> <p style="font-size: 8px; margin-top: 5px;">229,95 € 114,98 €</p> <div style="text-align: right; margin-top: 5px;">🛒</div>	
213		<div style="text-align: center; margin-bottom: 5px;">50%</div>  <p style="font-size: 8px; margin-top: 5px;">Puma King Match TT Fussballschuhe schwarz 46,5</p> <p style="font-size: 8px; margin-top: 5px;">74,95 € 37,48 €</p> <div style="text-align: right; margin-top: 5px;">🛒</div>	
87			
58			

Boosting

Dynamic Reranking to Highlight Your Products

Boosting ON

#	MANUFACTURER	PRODUCTS SOLD ↓
1	adidas	1,256
2	Derbystar	219
3	Hummel	114
4	Puma	62

Before



Boosting Rules ☰

+ Add Boosting Rule

Angebot

categories is Sales %

Puma

brand is Puma AND categories is Fussballschuhe AND availability is...

Boost: 3.0

#	MANUFACTURER	PRODUCTS SOLD ↓
1	adidas	679
2	Puma	177
3	Hummel	157
4	Jako	153

After

A woman with dark hair, wearing a white blazer over a white shirt, is looking down at her smartphone. She is standing in a city at night, with blurred neon lights and buildings in the background. The scene is lit with a mix of blue and warm yellow light. The overall mood is modern and tech-oriented.

SEARCH AND IS IN

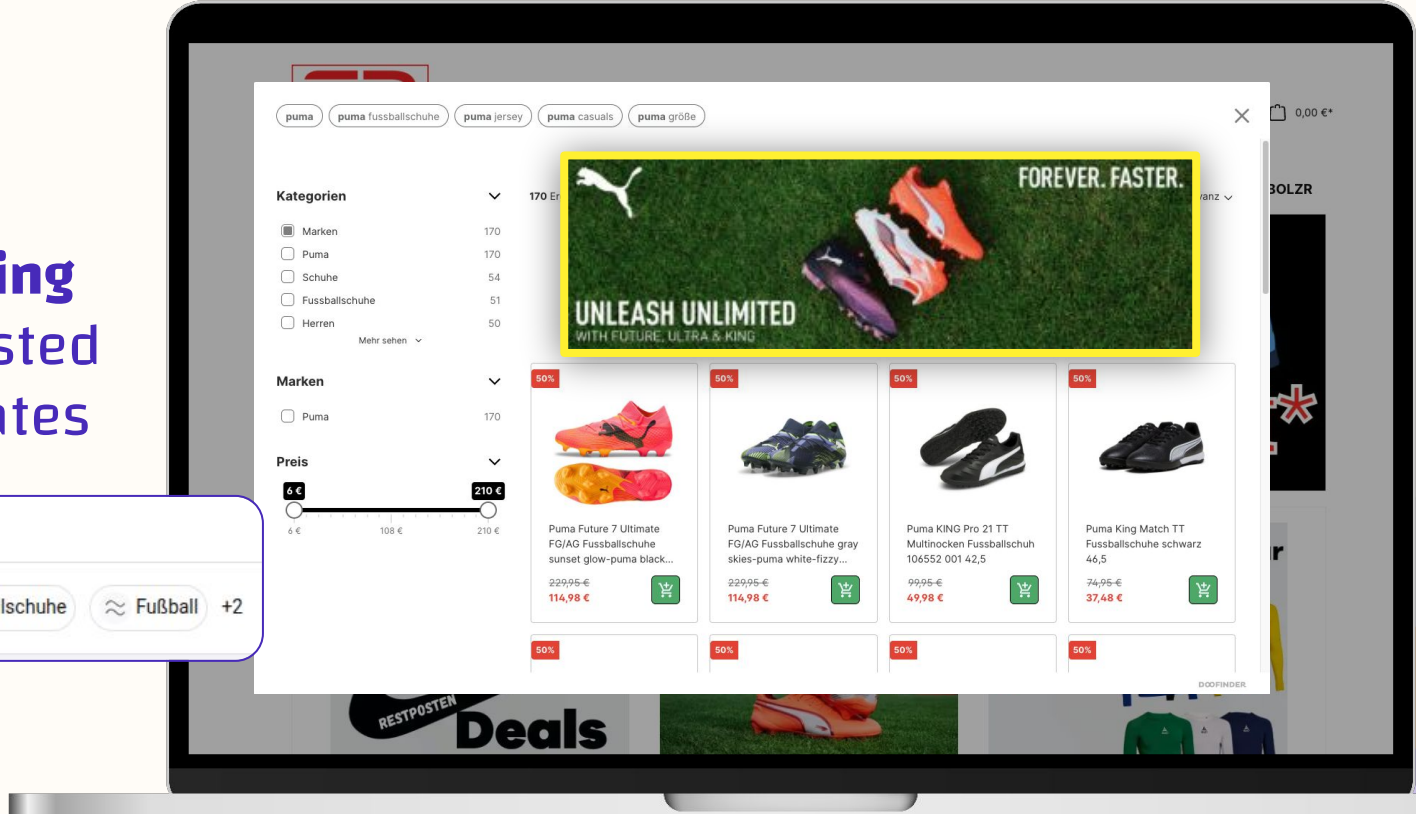
G

Give importance to certain products of your choice, applying different boosting rules to manage search results.

Searchandising Banners boosted conversion rates

Name ↑↓ Terms

Puma Banner ≈ Fußballschuhe ≈ Fußball +2





AI SYNONYMS

This feature lets you harness AI-generated synonyms to fine-tune search results, making your store's search engine smarter and more relevant

AI Synonyms Name it as You Want

"Tasche"
=

"Sporttasche"

The screenshot shows the homepage of 'SPORT DUWE' (STORE CLOPPENBÜRG, www.teamsport-sale.de). The main navigation bar includes: VEREINSSETS, HERREN, DAMEN, KINDER, SCHUHE, SPORTZUBEHÖR, FANSHOP, SALES %, MARKEN, TEAMSPORT, BOLZR. A large banner for 'NEUJAHRSKRACHER' (New Year's Crackers) features two blue and white sports jerseys with 'JAKO' branding. The banner text includes: 'NEUJAHRSKRACHER', '*auf deinen Teamporlauftrag im Januar 2025', 'Setzt die Veredelung durch uns voraus', and '50 % Rabatt*' on both sides. Below the banner are three product categories: 'NIKE RESTPOSTEN Deals', 'FOREVER. FASTER.' featuring a Puma sneaker with 'UNLEASH UNLIMITED' text, and 'Winter-Wear' featuring several long-sleeved athletic shirts in various colors.



AI Synonyms - Name it as You Want

AI SynonymBoost

We analyze visitor search patterns and recommend synonyms to help them find items. You can add them directly to your configured synonym list or reject as needed. [Learn more](#)

ark, z vibe + ✕ gloves, handschuhe + ✕ handschuhe, hornhaut + ✕ mütze, reitmütze + ✕ leggings, tight + ✕

<input type="checkbox"/> Name ↑↓	Terms
<input type="checkbox"/> Synonym	bundle, set
<input type="checkbox"/> Synonym	sporttasche, tasche
<input type="checkbox"/> Synonym	hut, mütze
<input type="checkbox"/> Synonym	gelb, yellow
<input type="checkbox"/> Synonym	hoodie, sweater
<input type="checkbox"/> Synonym	fahrrad, rad
<input type="checkbox"/> Synonym	cap, hut

Synonyms

AI SynonymBoost New synonyms

We analyze visitor search patterns and recommend synonyms to help them find items. You can add them directly to your configured synonym list or reject as needed. [Learn more](#)

eyeliner, perflador, lapiz de ojos + ✕ esmaltes, pinturañas, laca de uñas + ✕ barra de labios, pintalabios, labiales + →

Copy settings to ▾ **Add Synonym**

Search

↑ Import ↓ Export

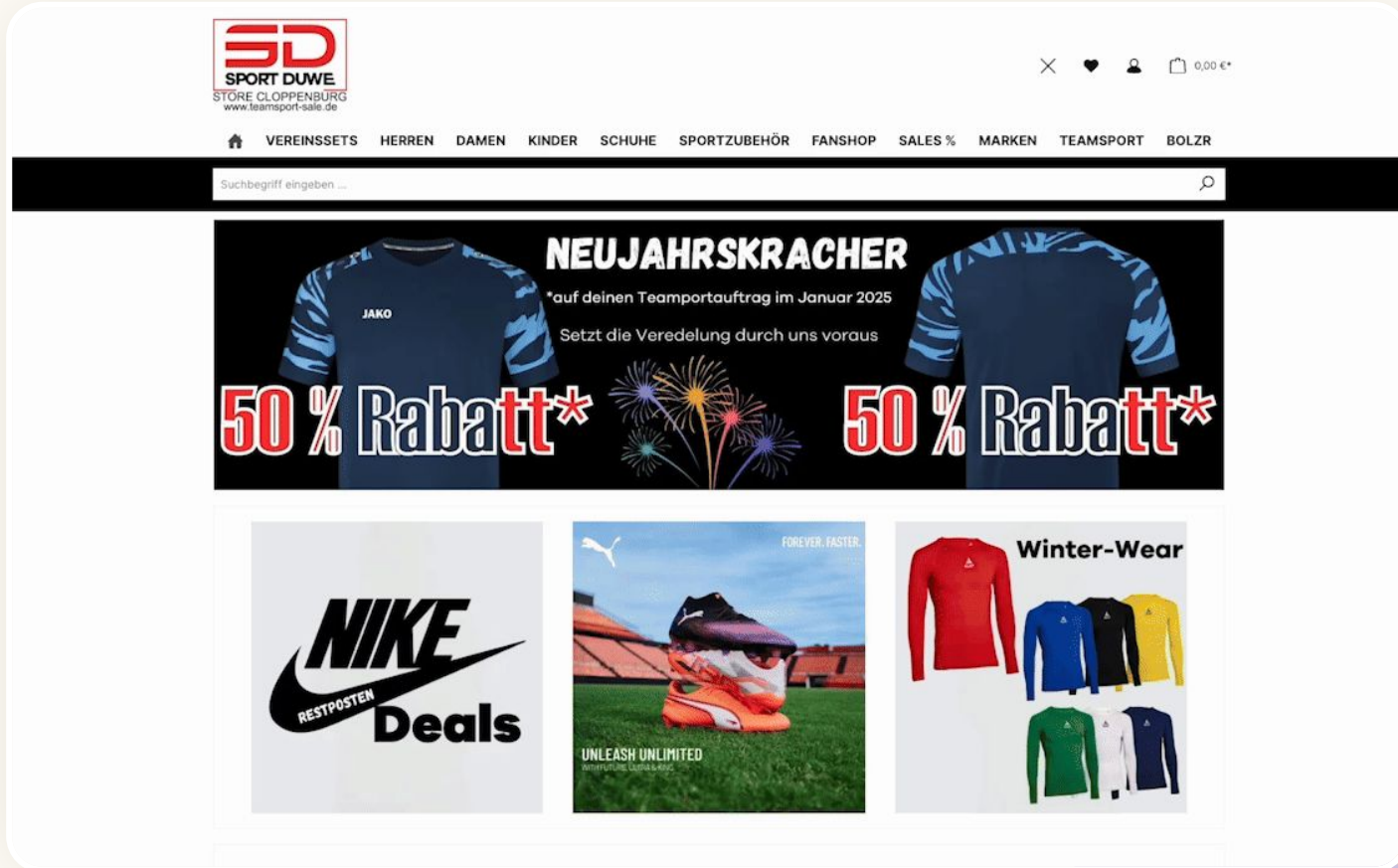
<input type="checkbox"/> Match type ↑↓	Terms	
<input type="checkbox"/> Explicit replace	Salmon -> pez, pescado, atún, salmon	✕
<input type="checkbox"/> Synonym	montaña, colina	✕
<input type="checkbox"/> Explicit replace	pez, ballena -> pescado, atún	✕
<input type="checkbox"/> Explicit replace	tapear -> aperitivo, tentempié	✕
<input type="checkbox"/> Explicit replace	dog, chuchu, canino -> perro, animal	✕
<input type="checkbox"/> Synonym	minino, gatito	✕



Redirecting

A redirection smoothly guides customers, making it easier for them to find exactly what they're looking for.

Redirecting Customers to What They're Looking For



Redirecting Customers to What They're Looking For

Redirections ⊙

You can define redirections for specific search terms. Redirections are integrated out-of-the-box in Doofinder Layer. The maximum number of redirections will be 100. [Learn more.](#)

Copy Settings to... ▾

Add Redirection

Name ↑↓

Terms

4 → Mon, January 27 2025

Status: All ▾

retouren

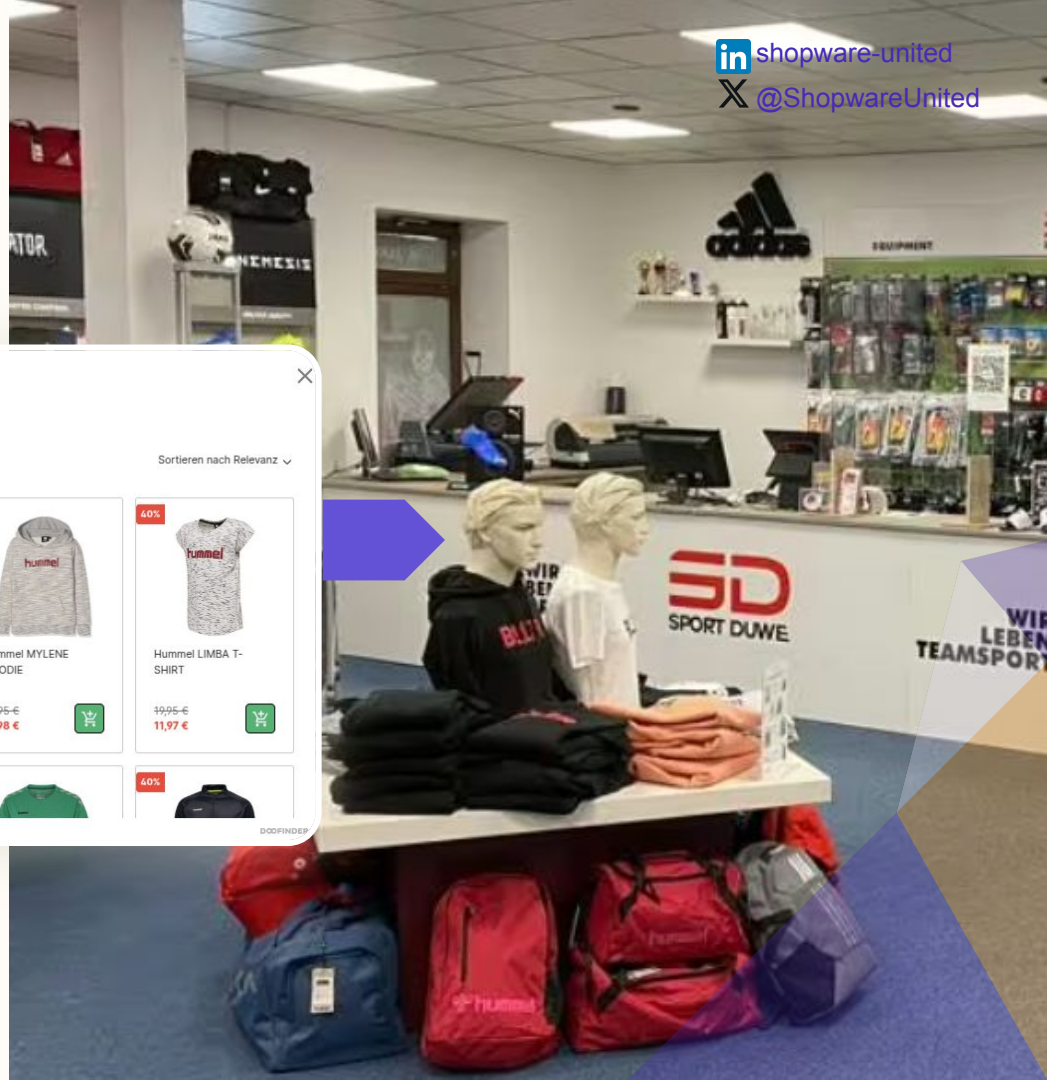
≈ retoure

A woman with dark hair, wearing a white blazer over a white shirt, is looking down at her smartphone. She is standing in a city at night, with blurred lights and buildings in the background. The scene is lit with a cool blue light. The text is overlaid on the right side of the image.

Omnichannel Strategy

An omnichannel strategy connects customers across all touchpoints, providing a consistent experience everywhere.

Omnichannel Strategy Order Online, Try In-Store



hummel
hummel hmlcore
hummel hmllead
hummel long
hummel women
✕

Kategorien

- Hummel
- Marken
- Damen
- Herren
- Sporthosen

Mehr sehen ▾

Marken

- Hummel

Preis

3 €

112 €

3 € 58 € 112 €

1020 Ergebnisse gefunden Sortieren nach Relevanz ▾

<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">35%</div> <p style="font-size: 8px;">Hummel Werder Bremen Auswärtstrikot 2024/2025 Kinder...</p> <p style="font-size: 8px; margin-top: 5px;">79,95 € 51,96 €</p> <div style="background-color: #008000; color: white; padding: 2px; font-size: 10px;">🛒</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">35%</div> <p style="font-size: 8px;">Hummel MEN CORE RUNNING T-SHIRT S/S - WHITE - M</p> <p style="font-size: 8px; margin-top: 5px;">22,95 € 14,92 €</p> <div style="background-color: #008000; color: white; padding: 2px; font-size: 10px;">🛒</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">35%</div> <p style="font-size: 8px;">Hummel Tech Move Jersey Woman</p> <p style="font-size: 8px; margin-top: 5px;">44,95 € 29,22 €</p> <div style="background-color: #008000; color: white; padding: 2px; font-size: 10px;">🛒</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">50%</div> <p style="font-size: 8px;">Hummel MYLENE HOODIE</p> <p style="font-size: 8px; margin-top: 5px;">89,95 € 19,98 €</p> <div style="background-color: #008000; color: white; padding: 2px; font-size: 10px;">🛒</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">40%</div> <p style="font-size: 8px;">Hummel LIMBA T-SHIRT</p> <p style="font-size: 8px; margin-top: 5px;">19,95 € 11,97 €</p> <div style="background-color: #008000; color: white; padding: 2px; font-size: 10px;">🛒</div>
<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">40%</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">50%</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">35%</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">40%</div>	<div style="background-color: #f00; color: white; padding: 2px; font-weight: bold;">40%</div>

DOOFINDER





Other features:

- **Proven Sales Strategies with Discounts**
- **Add to Cart for smooth Checkout**



Statistics

**Identify trends and behaviors
from your customers to boost
your sales**

Top Search Insights



Popular Search Queries

- **Product:** Adidas, Puma
- **Exactly:** Hummel Werder Bremen Away Jersey 2024/2025 Kids MARSHMELLOW/SILT GREEN 116
- **Slang, Acronyms, Symbols:** XL, 31, FG/AG
- **Category:** Set, Accessories, Training
- **Topic:** Football boots, shorts
- **Problem:** Knee & elbow pads
- **Non-Product:** Returns



Business Strategy

Data-driven product strategies

- ... Search queries that perform best
 - ... Search queries with low conversion rates
 - ... Quickly identify slow performers
 - ... Search queries ending in zero results
-
- Identify new trends
 - Understand customer needs
 - Optimize the customer journey
 - Improve campaigns





Improvements and Results

“

“Thanks to Doofinder, our customers can now find the right products faster, which has noticeably boosted both our conversion rate and customer satisfaction.”

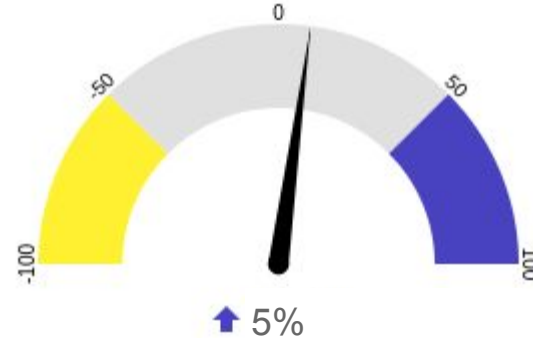
– Sven, [Teamsport-sale.de](https://www.teamsport-sale.de)

”

Conversion Rate

+ 5%

Increase in
**Conversion
Rate**



20,206 clicks
1.5 clicks per session

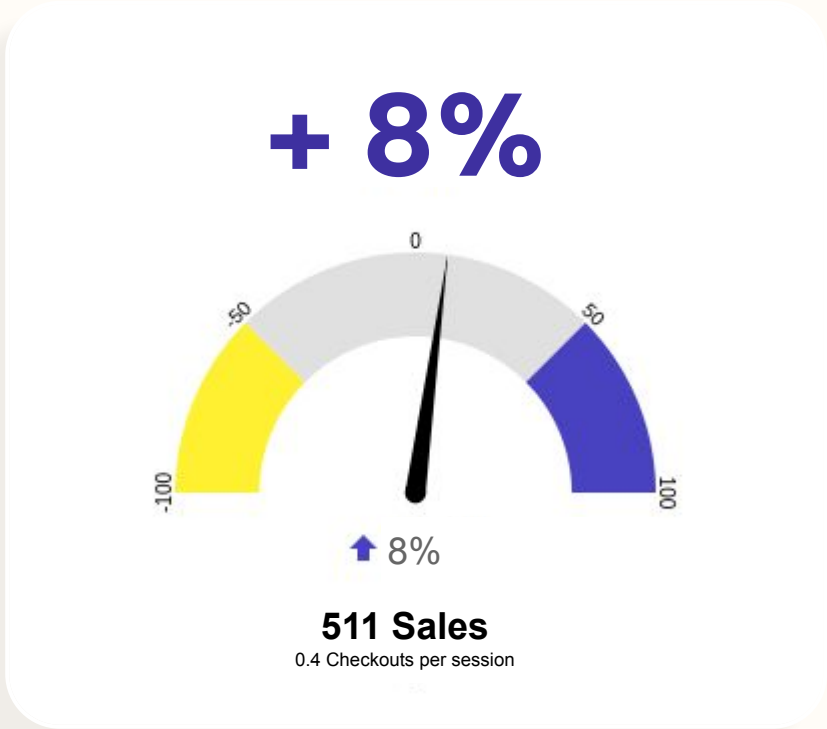
1.5 clicks per session

20,206 clicks

Average Order Value

+ 8%

Increase of
Average Order Value (AOV)



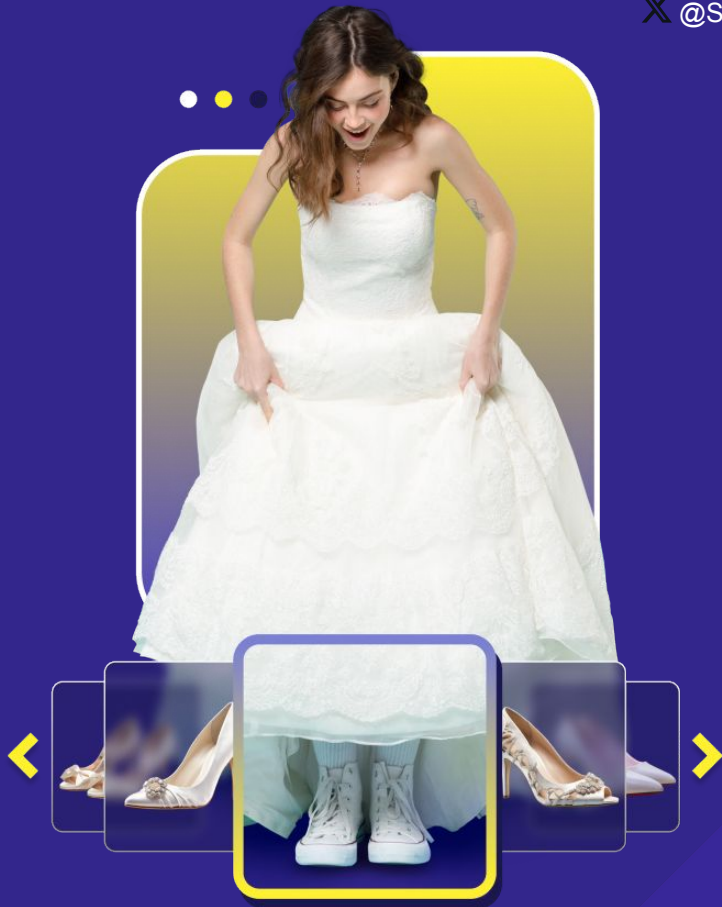
1.2 clicks per session
20,200 clicks

A woman with dark hair, wearing a white blazer over a white shirt, is looking down at her smartphone. She is standing in a city at night, with blurred lights and buildings in the background. The scene is lit with a cool blue light. The text 'Future Improvements AI-Recommendations' is overlaid on the right side of the image in yellow and white.

**Future
Improvements
AI-Recommendation
s**

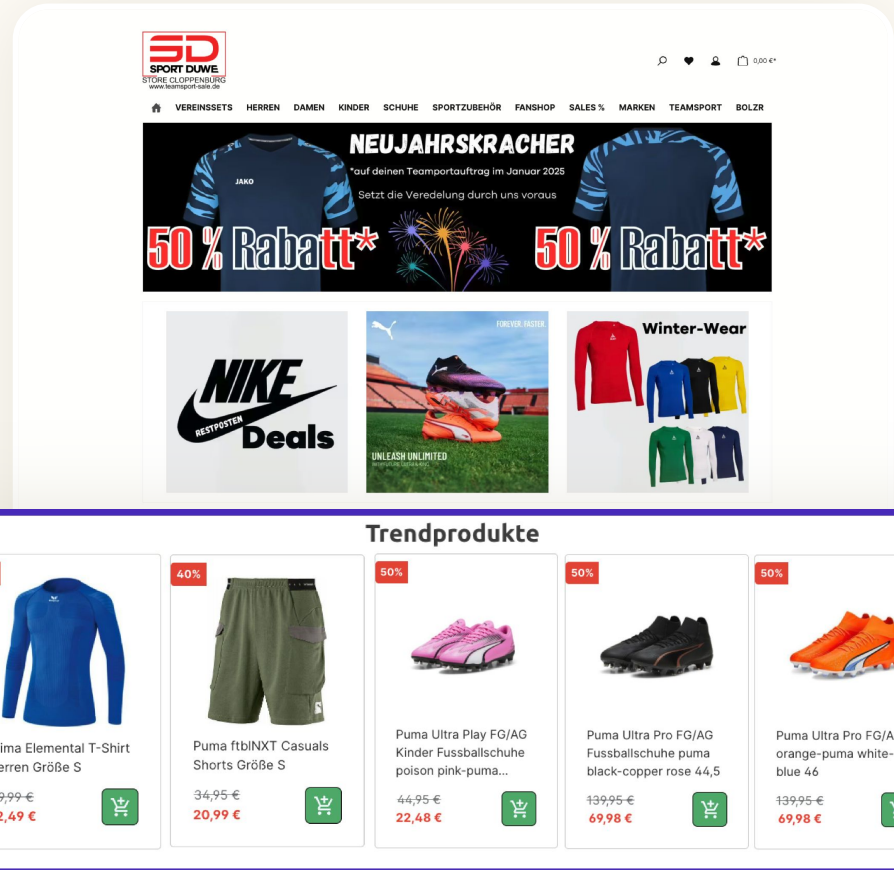
Advantages of the New Recommendation Function

- Personalized product recommendations
- Optimize cross-selling & upselling
- 40 % increase in CTR
- Increase in average order value (AOV)



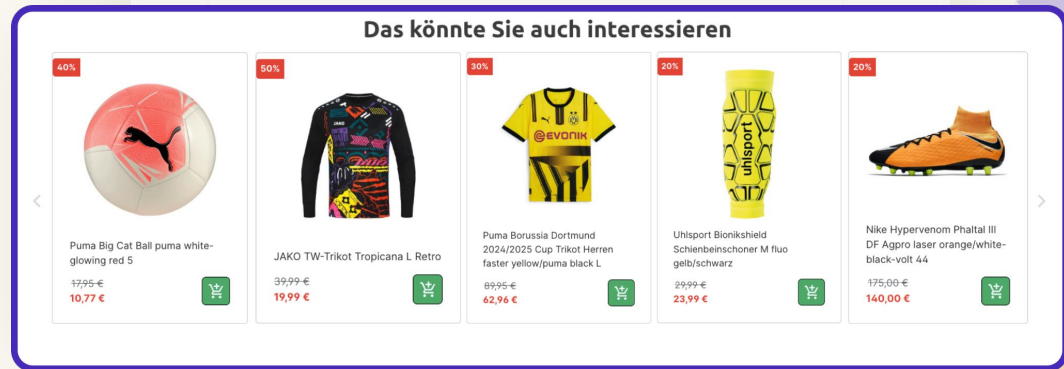
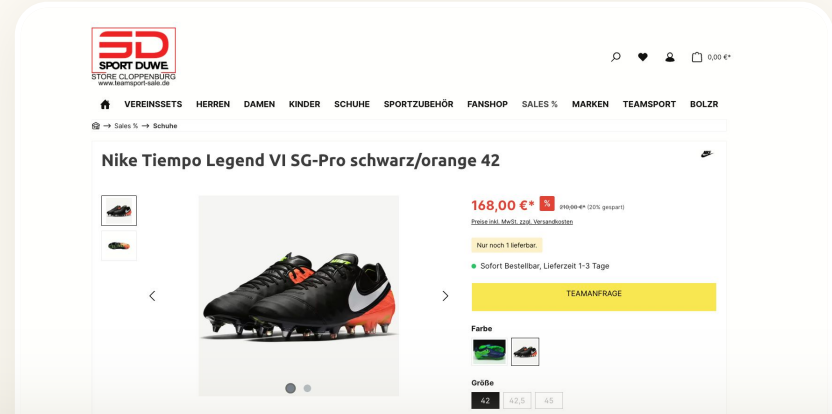
Boost Homepage Engagement with Product Carousels

- Homepage = digital shop window
- Highlight your products
- Use "Most popular products"
- Use Insights from your e-commerce for product recommendations



Boost Cart Value with Smart Recommendations

- Customers decide whether to buy something
- Encourage further (impulsive) purchases
- Complementary products/ similar articles
- Social proofs such as "others have also viewed"



A woman with dark hair, wearing a white blazer over a white shirt, is looking down at her smartphone. She is standing in a city at night, with blurred lights and buildings in the background. The scene is illuminated by blue and purple light. There are decorative geometric shapes in the corners: a purple and gold triangle in the top-left and a purple and gold triangle in the bottom-right.

Summary: Product Search & Discovery



- Simplifying Complexity
- Strategic Product Visibility
- Improved Performance Metrics
- Enhanced Customer Experience
- Future Opportunities with AI Recommendations
- Collaboration for Success

INTERESTED IN A SEARCH & DISCOVERY SOLUTION?



Visit us at **Booth 6** and find out more!

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THANK YOU!

HAPPY TO
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