

Bringing Hawksearch to Optimizely Commerce

Search is no longer a “nice to have” for Commerce customers. The bar has been set by the industry leaders in UX and Merchandising, and our customers have stated their claim clearly – “to grow our market share, we must have an enterprise search experience that drives conversions.”



Optimizely provides a complimentary service to build a default search experience with our Commerce platform. It is designed around getting companies started with organizing and delivering SKUs to customers using out-of-the-box algorithms and methods for sorting, categorizing, and customizing. For our platform users that are ready to grow, ready to take search to the next level: we are excited to announce our partnership to bring a best-in-class toolset.

Optimizely has partnered to give our customers access to an integration to our Configured Commerce solution built by Hawksearch. It is designed for speed to market for customers and brands looking for an elevated eCommerce experience focused on nuance, 1:1 experiences and optimized results. Hawksearch is a leader in search-driven engagement, AI powered site discovery and no-code customizations powering Merchandisers, Marketers and Engineers to increase order value and search sessions. This allows new and existing customers on the Configured Commerce platforms to:

- Easily plug directly into the Hawksearch service to share your products and their relevant data
- Access the suite of Hawksearch tools to customize your sorting and facets designed around delivering relevant merchandizing to customers
- Craft a custom UX experience by accessing the Hawksearch service to provide power auto-fill and suggested responses, AI-driven recommendations
- Provide industry-leading reporting and analytics from the Hawksearch platform for team members to learn, adjust and iterate on site experience

What’s next for Optimizely and Hawksearch?

This partnership is just the start! We will continue to work together to help our customers not only access our shared tools, but power thought leadership on how brands use search to take their eCommerce sites to the next level. Look for these blogs in the coming months:

- **Are you a data-driven organization?** Learn how you can optimize your search data to inform merchandising decisions
- **Are you focused on conversions?** Learn how auto-fill and suggested search results can expand basket size

- **Are you ready to evaluate an upgrade to your search experience?** Learn how organizations evaluate themselves to be “search-ready” before diving in and accessing advanced search-driven experiences.

Additionally, Optimizely and Hawksearch have a robust roadmap for our integration, focusing on unlocking all the enterprise features that the joint platform can bring to market. Keep an eye out for webinars and roadmap presentations to determine if your search wish list features are ready to use!

Frequently Asked Questions

Is the integration out-of-the-box?

Optimizely and Hawksearch provide a code package that can be installed on your Commerce site that unlocks the integration. A developer will be required to implement this code. Please contact sales to determine system requirements to use the connector.

What level of effort will it take to access both tools?

Hawksearch is a powerful platform designed to drive customized search experiences. Users will typically work through a consultative engagement to determine requirements as part of the set-up process, allowing your team to engage with experts to ask questions and form a plan for execution. Once this plan is determined, implementing technical requirements to set up your new search experiences are done by your system integrators. Once live, your team will have access to robust admin tools to adjust and optimize your search experience.

