



# Harness a Personalized Digital Commerce Experience with the Optimizely and Hawksearch B2B Commerce Integration

First third-party search fully integrated into Optimizely B2B Commerce Cloud



When looking for a search partner, Hawksearch quickly distinguished itself as a leader in the B2B search space. Optimizely was quick to recognize how our B2B customers could benefit from this partnership, and we are excited to have Hawksearch pre-integrated and available directly in the admin console.”

Josh Schoonmaker  
Senior Director of  
Strategy & Commerce  
Optimizely



## Introduction

### What is Hawksearch?

Hawksearch provides best-in-class features to help you define your visitors search experience. Regardless of if you're selling products, searching content, or indexing multiple systems and SEO optimized content, Hawksearch complements your business objectives. Designed specifically to give marketers and merchandisers the leverage they need, Hawksearch can help put your business at the forefront of your industry.



## The Challenge

### Creating that Frictionless Commerce Experience

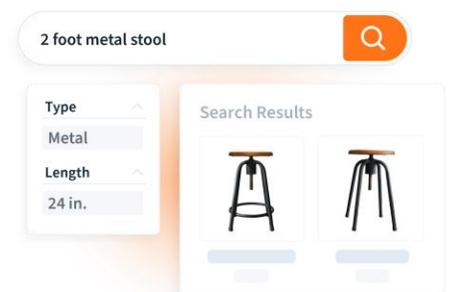
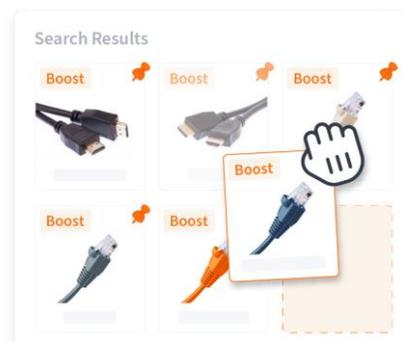
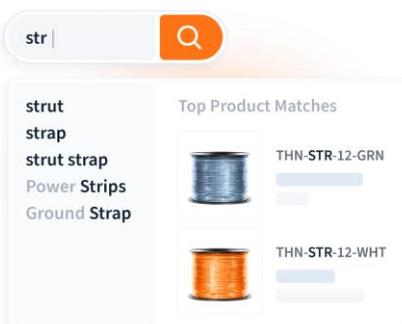
The latest industry buzz is all about creating a frictionless commerce experience, but it isn't as simplistic as it sounds. The challenge is standing out amongst competitors in your space to drive conversions and increase average order value, while still providing a user-friendly customer experience. Findability and discoverability are at the center of creating frictionless commerce and driving revenue.



## The Optimizely & Hawksearch Solution

### Optimizely & Hawksearch Combine to Take Your Commerce and Content to New Levels

With the integration of Optimizely and Hawksearch, you can create a seamless buyer journey using Hawksearch's AI powered search, navigation, and recommendation to offer a personalized experience that increases long-term customer loyalty and value.





Brands worldwide have chosen  
Optimizely & Hawksearch to  
unlock their digital potential



## How to Start

Enable Optimizely Web or  
FullStack using the  
[Optimizely Integration  
guide](#)



### The Benefits

#### More than Just Search

**Create Frictionless Online Buying Experiences for Large & Complex Product Catalogues and Content Heavy Websites:** Increase findability and overcome challenges associated with large volume of SKUs & Attributes, Parent vs. Child, Partial SKU & product numbers and more.

**Reduce Operational Expenditures:** Hawksearch is an enterprise search solution that does not require enterprise IT. Built for Marketers & Merchandisers, Hawksearch UI empowers the business.

**Increase Conversions & Average Order Value:** Conversion based Machine Learning & event tracking API powers an extensive selection of Recommendation widgets that can be deployed strategically.

**Deliver a Relevant & Personalized User Experience:** Previous user activity and Machine Learning models power predictive auto-complete, dynamic filters and product rankings.

**Overcome Data Inconsistencies Across Your PIM, ERP & Commerce Platform:** Normalize & cleanse data with Unit of Measure Conversion Logic & SKU Analysers that allow your buyers to search on their own terms.

#### About Hawksearch

Hawksearch by Bridgeline provides best-in-class features for you to define your visitor's search experience, attract more organic traffic, raise average order value, and increase conversion rates. Our intelligent search, navigation, automation tools, and relevant recommendations power success for any business regardless of if you're selling products, searching content, or indexing multiple systems. With over 400+ implementations and integration into any platform or codebase, Hawksearch is proven to complement your business objectives and help you grow.

[hawksearch.com](http://hawksearch.com)

#### About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

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