

# Harness a personalized digital commerce experience with Optimizely and Hawksearch B2C Commerce and content integration



Even though we are a B2B company, we have been able to utilize the capabilities of the Hawksearch Optimizely connector to deliver a curated, cohesive, and familiar shopping experience to our customer base.”

**Ahmed Marzouk /**  
Director of Information Technology /  
Cleaners Supply

## 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 search engine 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

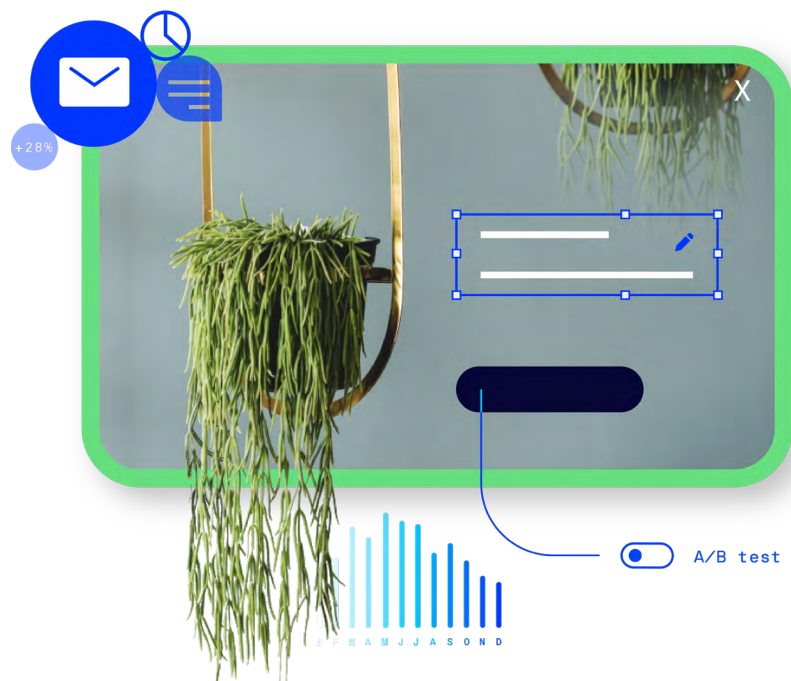
### Creating that frictionless commerce experience

The latest industry buzz is all about creating a frictionless commerce experience, but it isn't as simple as it sounds. The challenge is standing out among 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 and Hawksearch will 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**



## The benefits

### More than just search

#### **Create frictionless online buying experiences for large and complex product catalogues and content heavy websites**

Increase findability and overcome challenges associated with complex information architectures, partial product & keyword searches and related content from other sources.

#### **Reduce operational expenditures**

Hawksearch is an enterprise search solution that does not require enterprise IT. Built for marketers and merchandisers, Hawksearch UI empowers the business.

#### **Increase conversions and average order value**

Conversion-based machine learning and event tracking API powers an extensive selection of Recommendation widgets that can be deployed strategically.

#### **Deliver a relevant and personalized user experience**

Previous user activity and Machine Learning models power predictive auto-complete, dynamic filters and product rankings.

#### **Utilize powerful tools to improve SEO**

Our SEO Influencer tools can increase exposure for relevant products, categories and content when indexed by any search engine crawler.

### 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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