E-Commerce - Optimisations and algorithms

How to optimise your product listing to win in search

Tambo

Agenda

E-Retail Search Introduction
Search Algorithm Research Study
How to optimise for E-Retail search
Summary

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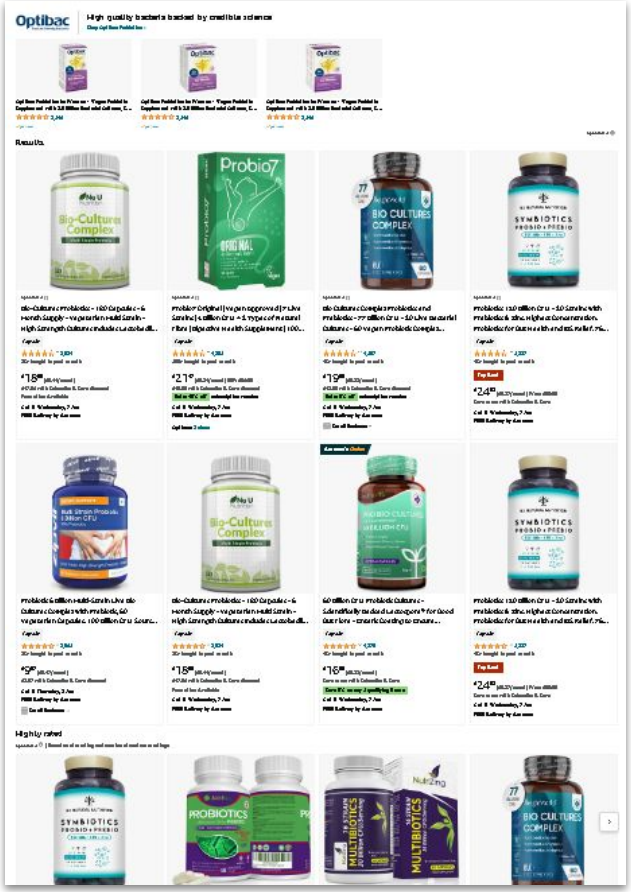
E-commerce retail is a very different shopper experience

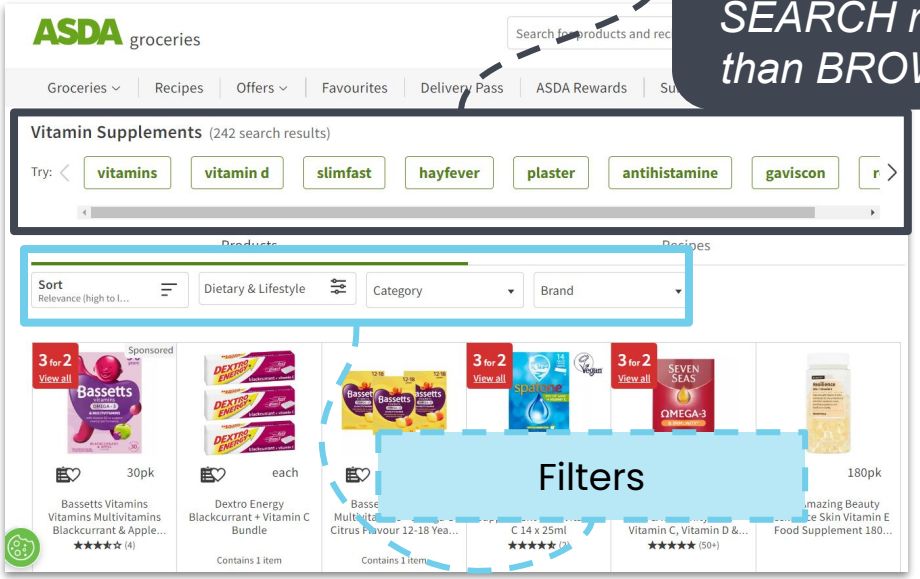


How Do Customers Find Products?

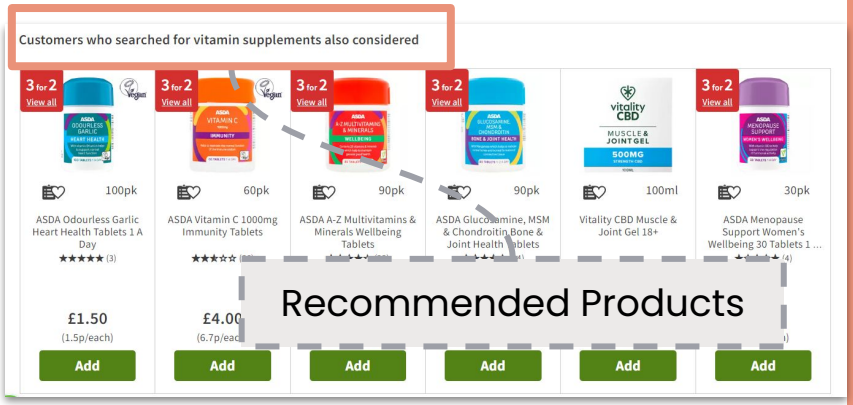
In order to nail retailers algorithm brands need to understand customers journey

Intelligent Navigation

66% of E-Retailer shoppers use SEARCH rather than BROWSE.

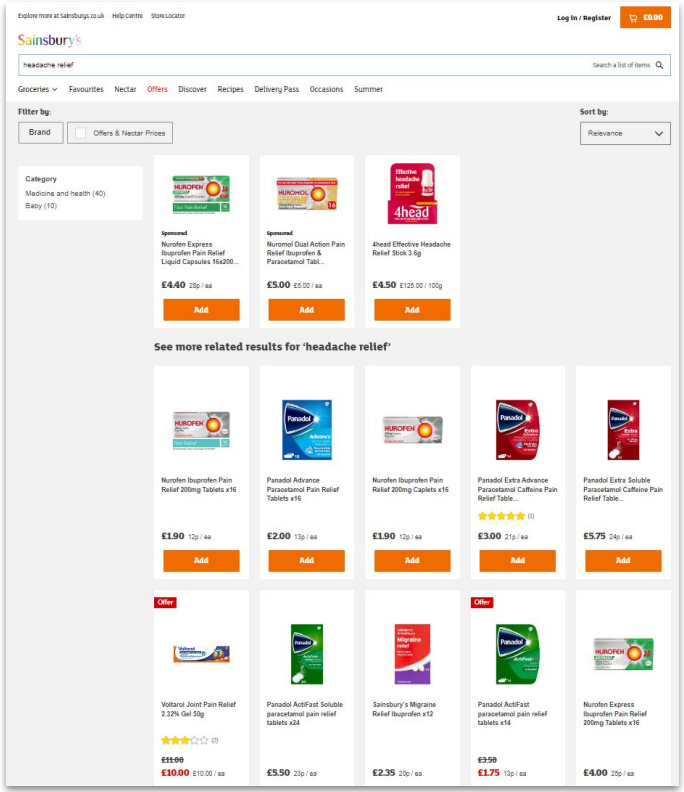


Search Terms



Winning the search page determines your success

‘Headache Relief’ Example



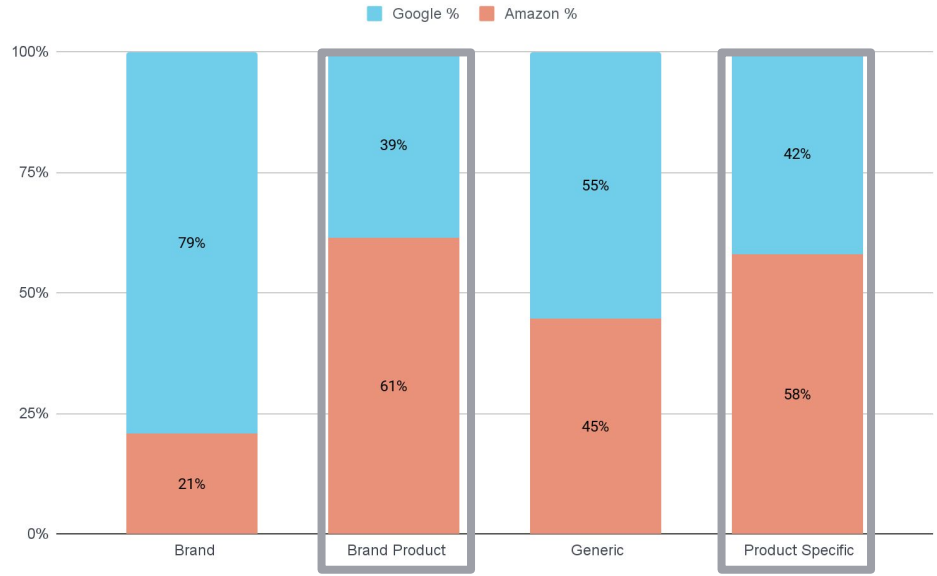
42% of customers never go beyond page 1 of search results

35% of shoppers click on the first product featured on a search page

Source: Search Engine Journal 2019

Amazon is the No1 Product Search Engine

58% of Health & Personal Care searches start on Amazon for products



Amazon is the top destination for Health & Personal Care **Product searches**

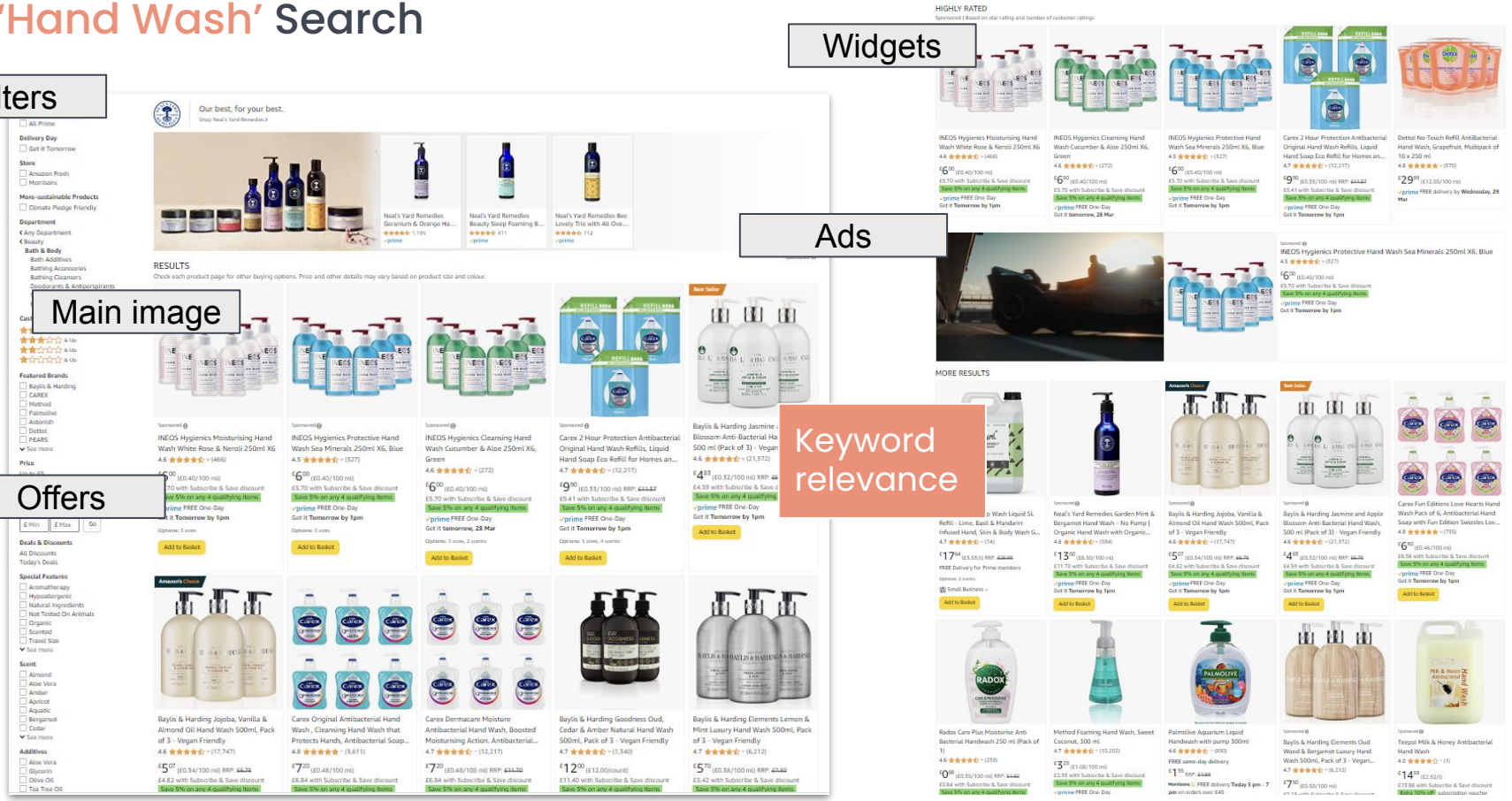
Customer predominantly use **Google to find brands and ask general** healthcare questions

Feed Advisor

Tambo Compass study Feb 2023

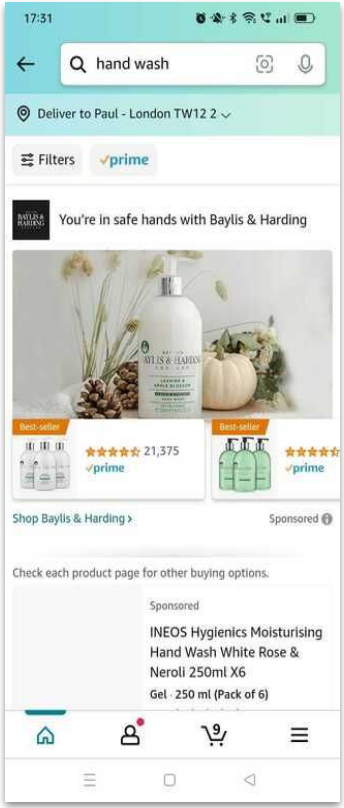
The anatomy of a search page

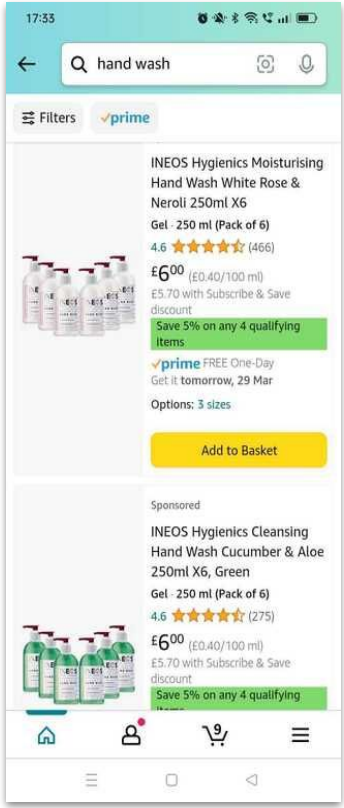
‘Hand Wash’ Search



Consumer Search is predominantly mobile

72% of shoppers start their shopping on their smartphone*





Less attention
Less real estate
Image first
More Advertising
Smaller images & copy
Rating widget

Statista: Mobile Commerce UK

Algorithm Research Study

May -Sept 2022

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Search Algorithm Research Methodology

Amazon & all major UK E-Commerce retailers

Data Collection over 3 months

Hourly data collection

1,000 Keywords

2 x FMCG categories

Process

Keyword analysis

Using our proprietary research tools gathered more than 700 most popular keywords related to JTI products

Information Extraction

Using keywords analysis, information was extracted from E-Retailer, Ocado, Sainsburys, Morrisons, Asda and Tesco

Signals identification

Identify the signals (price, OOS, ranking and etc) which has impact for the retailers algorithm

Data Analysis

Data modelling and deep dive analysis to identify key components for the products ranking on the retailers websites

Strategic recommendations

Using the data Analysis and our understanding of the algorithms, provide optimisation recommendations on a retailer by retailer basis.

ASDA TESCO amazon ocado Morrisons Since 1899 Sainsbury's

Results: The quality of search results differ by retailer

BASIC	INTERMEDIATE	ADVANCED
ASDA	TESCO Sainsbury's	ocado Morrisons amazon
Results display based on the **exact search terms and the order of the keywords.** Keywords need to appear on the titles or descriptions. There is almost no changes in the product positions over time.	Results display based on the **exact search terms, but not always in the exact order.** Results appear based on categorisation and if the keywords are included in the title. Constant movement on the product rank.	Results display on **keyword context relevance.** Less impact on misspells and for common mistakes algorithm **recognise the context**. Stock, *reviews, ratings* and etc has an impact for the visibility.

Source: Estoremedia.com. June, 2022

Results: E-Retail search engines rate different attributes

	Amazon	Asda	Morrisons	Ocado	Sainsburys	Tesco
Availability	**Other offers available**	**Item listing suppressed**	**Item listing suppressed**	**Item listing suppressed**	**Displayed as out of stock**	**Item listing suppressed**
Pricing	**Lower Price** point products tend to appear at the **top positions**	**Higher** price point products tend to appear at the **top positions**	**Higher** price point products tend to appear at the t**op positions**	**Higher** price point products tend to appear at the **top positions**	**Lower Price** products related to the search term appears o**n top positions**	**Higher** price point products tend to appear at the **top positions**
Reviews	Products with reviews tend to appear on the top positions	No impact	Products with reviews tend to appear on the top positions	Products with reviews tend to appear on the top positions	No impact	No impact
Ratings	Products with low rating at the bottom	No impact	Products with low rating at the bottom	Products with low rating at the bottom	No impact	No impact
Search updates	**Daily**	**Once** a week	**Once** a week	**Once** per month	**Couple times** a week	Most likely **every other week**
Misspells	Intelligent navigation	Shows **same** results	Shows **different** results	Shows **same** results	Shows **different** results	Shows **different** results

Results: Search Rank Hierarchy differs by E-Retailer

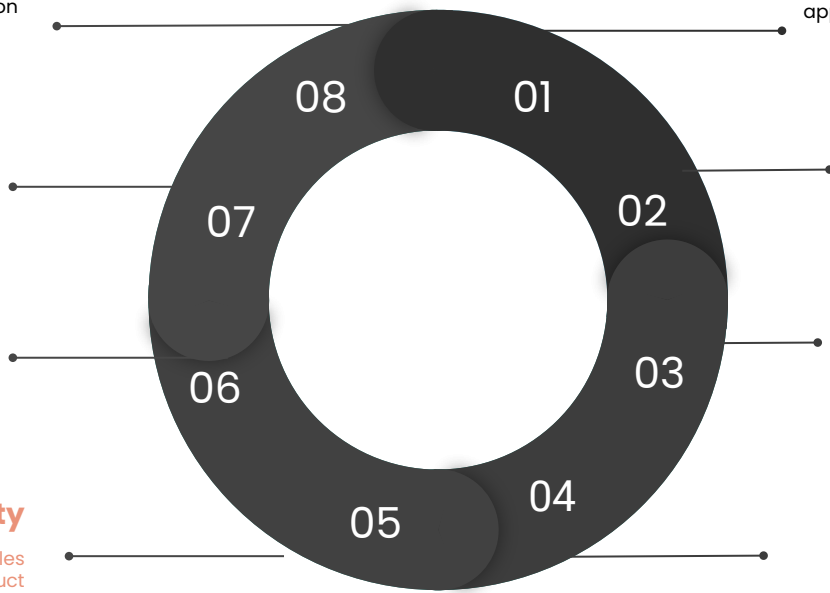
Morrisons
Since 1899

Price

Same product with the higher price point (5 pack vs 1 pack) will be having a higher search rank position

Relevance and Density

Products having the keyword in the title appears higher on the search rank



Stock

Products not in stock showing at the bottom of the search page

Favourites

Products which were bought before and marked as favourites will be showing on top of the search page

Review Count and Rating

Products with reviews and good rating ted to appear at the top of the search

Offers

SEO optimised products with discounts show on top of the search page

Sales Velocity

For the small sales rank changes sales velocity, historical sales and product popularity ***can have*** the impact on the position

Categorisation

Products without having relative keywords but being listed under the category are showing on top

The five key factors for optimising performance

Recommendations from research study

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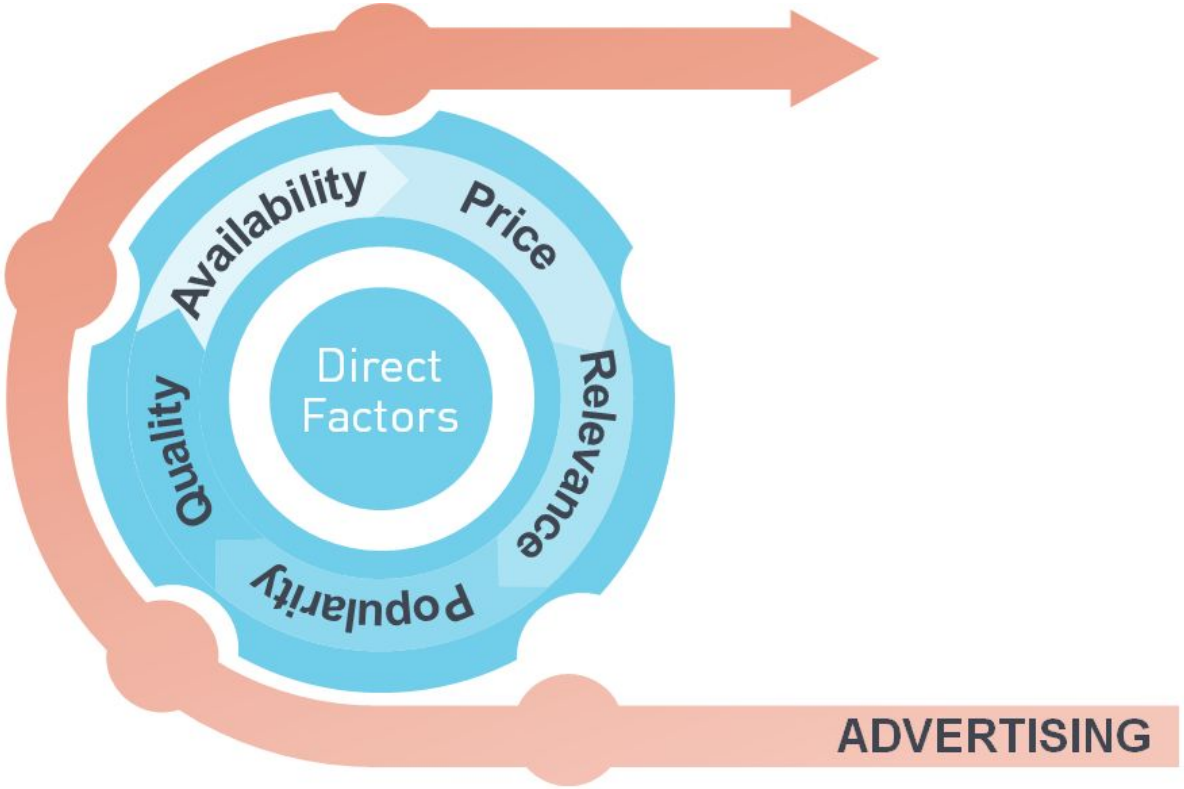
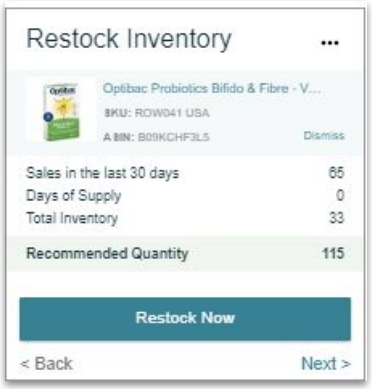
Five factors to optimise performance on E-Retailers

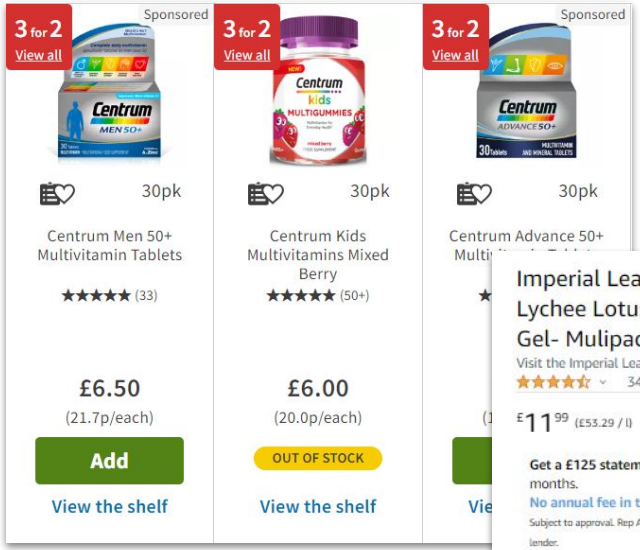
Powered by Advertising

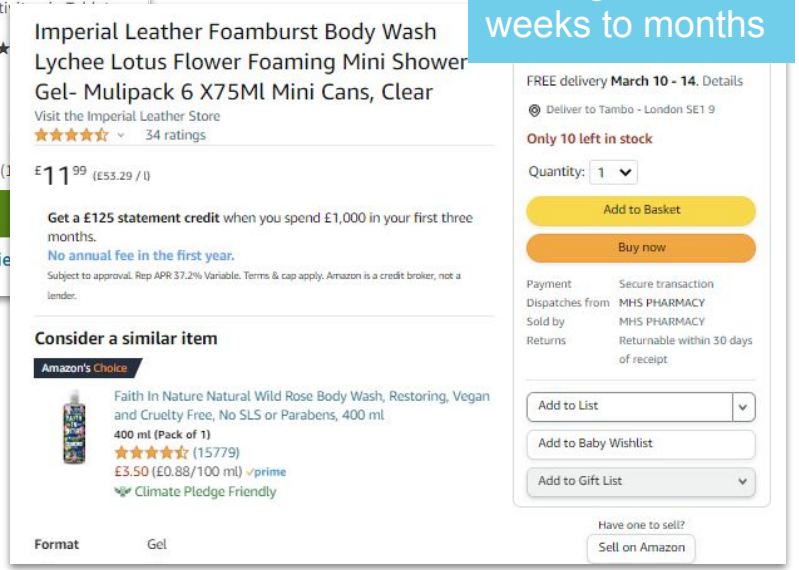


1. Stock Availability

Availability
Ensure stock is prepared early to avoid missing out



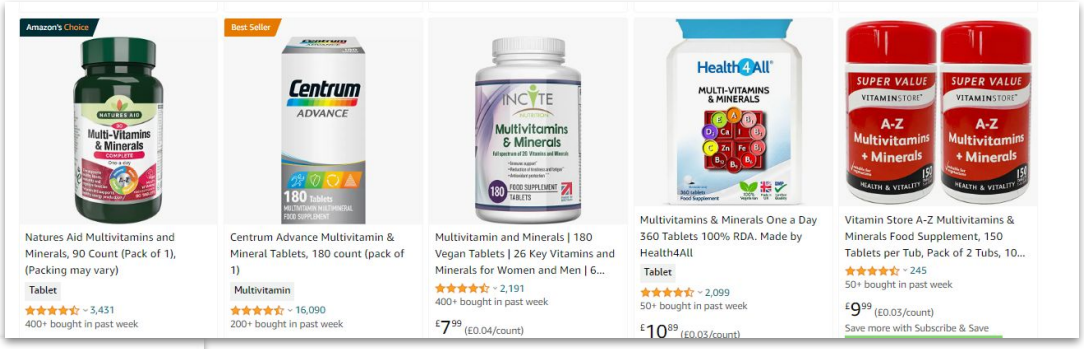


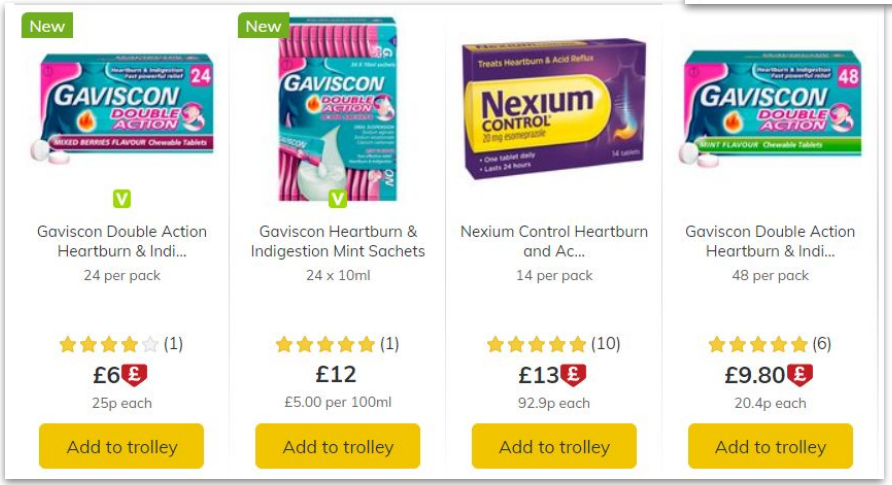


Items not in stock will not appear in search and you will lose your ranking for weeks to months

2. Quality

Quality
E-Retailers measure the quality of your products through customer ratings and conversion rates





Many E-retailers will not rank products with low rating and reviews. And pages that have low conversion

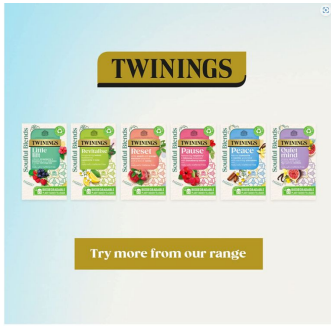
Understand what av rating and review score is needed to get on Page 1. This differs by category and retailer

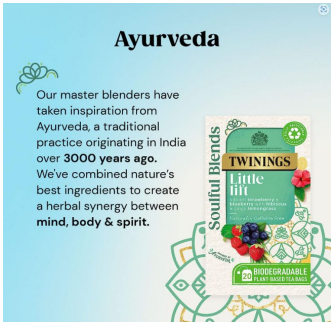
2. Quality

Product Page Quality

Quality
High quality PDP pages drives up conversion rate and increases traffic from search page

Roll over image to zoom in



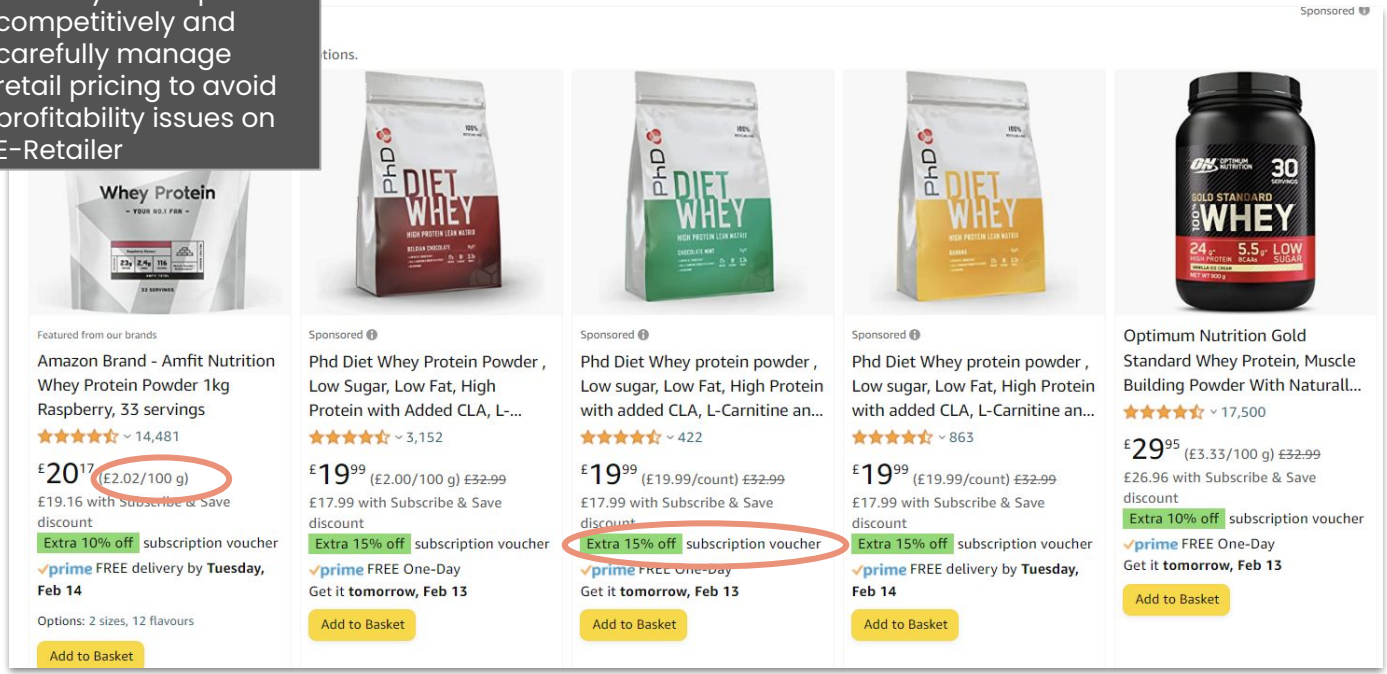


HIgh quality impactful imagery improves conversion

Utilise the full content suite (Storefronts, video, interactive banners, Brand Pages, image stack)

3. Price

Price
Ensure you are priced competitively and carefully manage retail pricing to avoid profitability issues on E-Retailer



Consumers will seek value for money.

In competitive categories a promotion is expected.

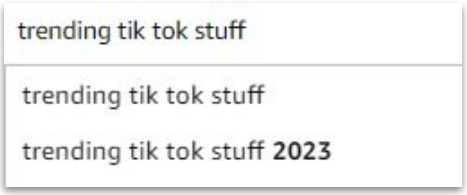
E-Retailer will delist products when they can't realise a profit

Monitoring your price position is imperative

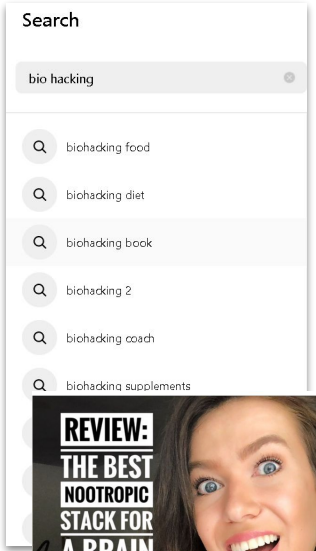
Some Pure play E-Retailers will price match other retailers and D2C

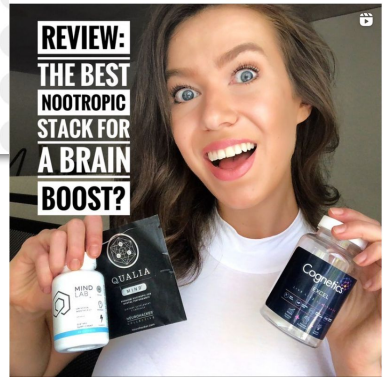
4. Popularity

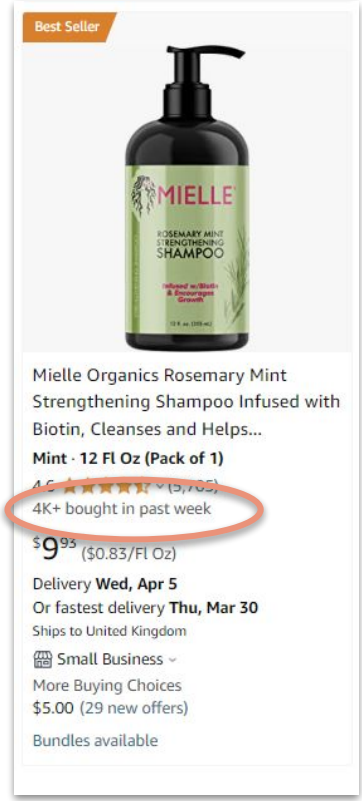
Popularity
Drive sales quickly to get to the top of the ranking



#amazonhaul
#amazonmusthaves
#amazonfinds







Some Pure play E-Retailers reward external traffic in ranking. Use influencers and brand posts to boost traffic

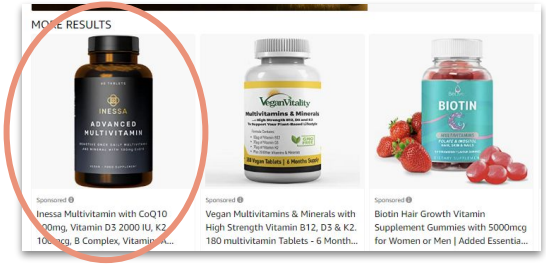
Use social and website to drive traffic to E-Retailer PDP's

5. Relevance

Relevance
Ensure your product and it's content fulfils the consumers needs and is SEO friendly

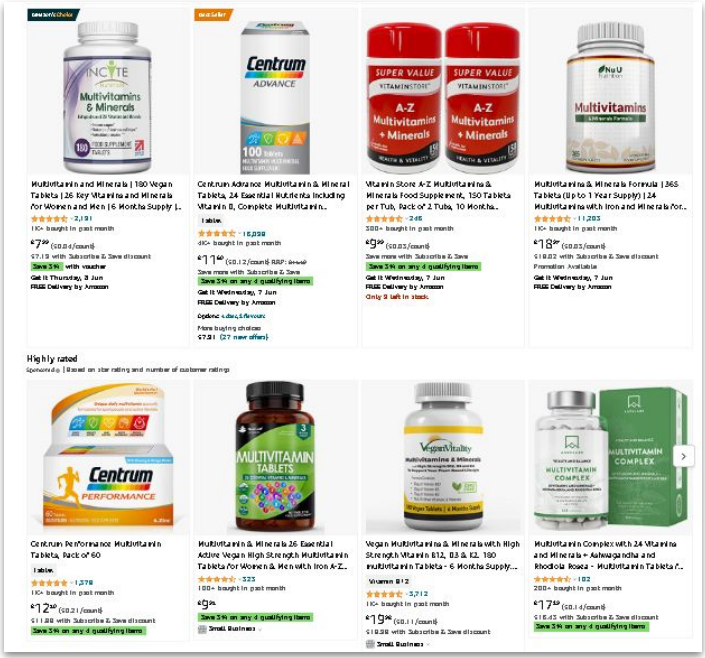
Title stuffed with info but missing important keyword i.e. tablet

Inessa Multivitamin with CoQ10 100mg, Vitamin D3 2000 IU, K2 100mcg, B Complex, Vitamins A 800mcg, Folic Acid as 5-MTHF 400mcg, Zinc 20mg and Lutein



Advertised Product on Page 2 of 'Multivitamin Tablet' search

'Multivitamin tablet' organic search results page



Identify the most important keywords and give prominence on product

High relevance reduces bid prices and increases visibility for advertising

5. Relevance

Build the customer journey around the keyword (even the packaging!)

Keyword Focus
High volume & high conversion keywords

Relevance
Advertising and product titles match keyword exactly

Advertising
Headlines and copy reflect consumer need

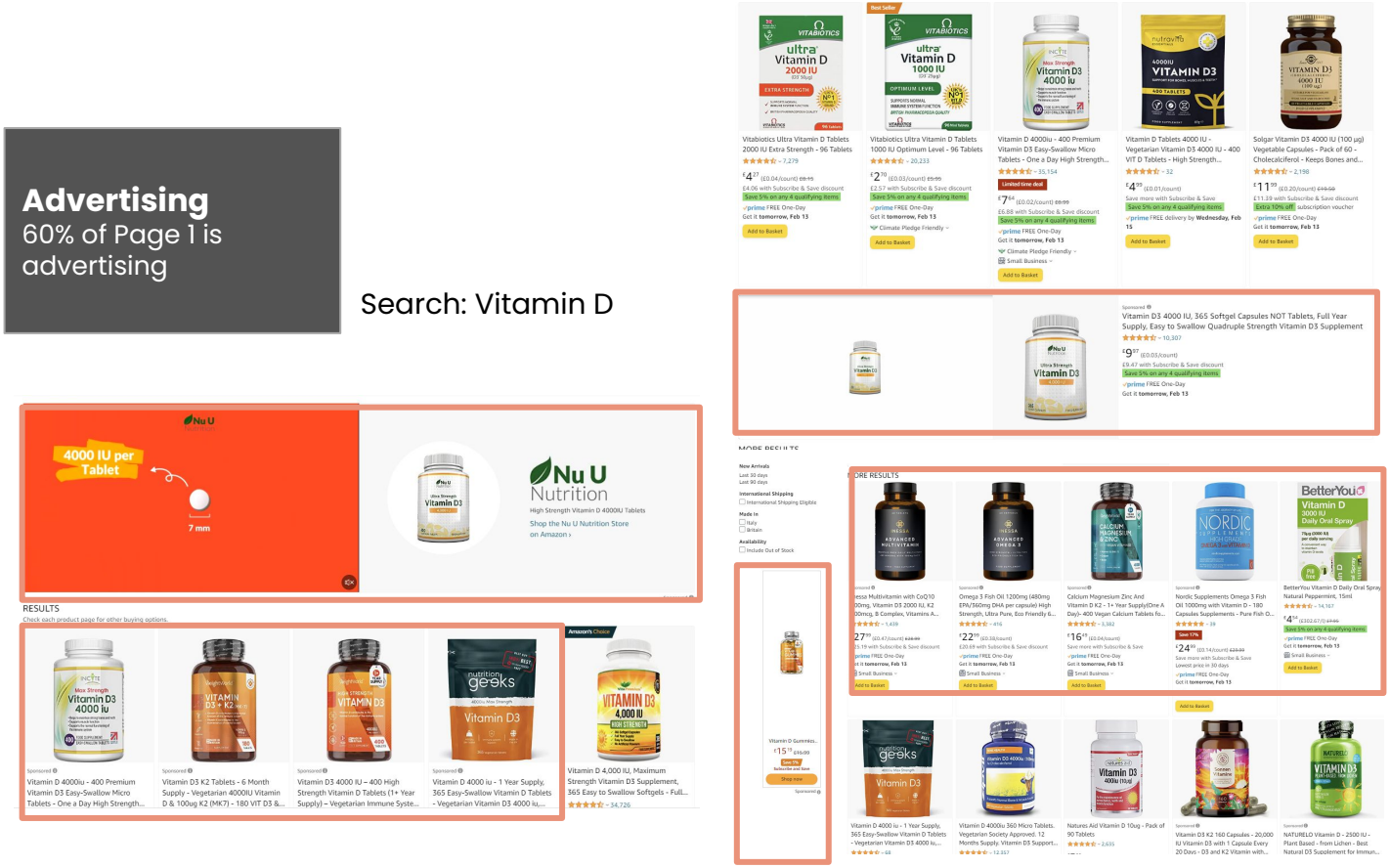
Product Pages
Use keywords relevant to consumer interest

'Sleep Tea'
'Camomile'
'Superblends'

Powered by Advertising - Amazon

Advertising
60% of Page 1 is advertising

Search: Vitamin D



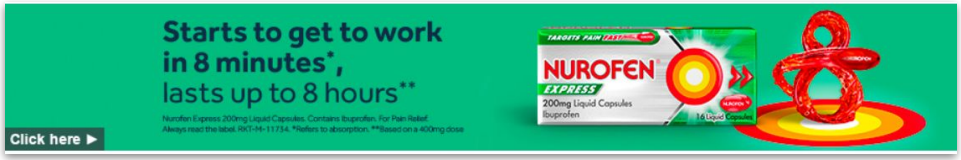
Advertising powers your overall performance and guarantees visibility.

But without the search fundamentals it is less effective and expensive

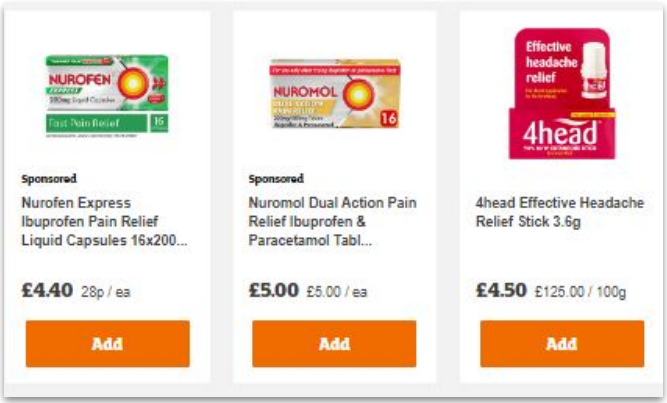
Powered by Advertising - Other E-Retailers

Advertising
60% of Page 1 is advertising

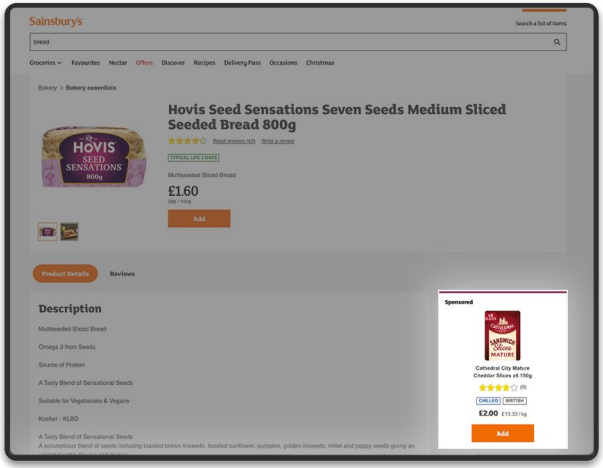
Search: Pain Relief



Sponsored Products



Cross Sell



Off amazon, there are other advertising opportunities to boost awareness and drive sales. Due to low competition for space you can achieve good results

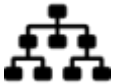
Different ad platforms manage different retailers

Retailer	TESCO, Sainsbury's, WAITROSE & PARTNERS, ocado, ASDA, Morrisons Since 1899, amazon
Platform	dunnhumby, nectar, CitrusAd, CRITEO, ebay, amazon vendor central

Criteo	Citrus	E-Retailer	eBay
Asda **Morrisons**	Tescos Waitrose Sainsburys Ocado	**E-Retailer Retail Site**	**eBay Retail Site**
/	/	/	/
Onsite, offsite, and commerce display advertising	Sponsored Product ads Banner ads (static)* Banner X ads (responsive) Brand pages *Search and Shelf (each retailer will be different)	Sponsored Brands Sponsored Products Sponsored Display Programmatic Direct buy	3 Types of eBay Ads · Promoted Listings · Display Ads · Classified Ads

Advertising systems are similar across all E-Retailers

Buy in the expertise to set up campaigns effectively



Structure

Ad Type
Naming Conventions
Campaign Structure

Targeting

Match Type
Targeting Types
Creative/Products Advertised

Optimisation

Bid Optimisation
Search Query Management
Negative Keywords

Tech

Skai Automation
Tracking SoV

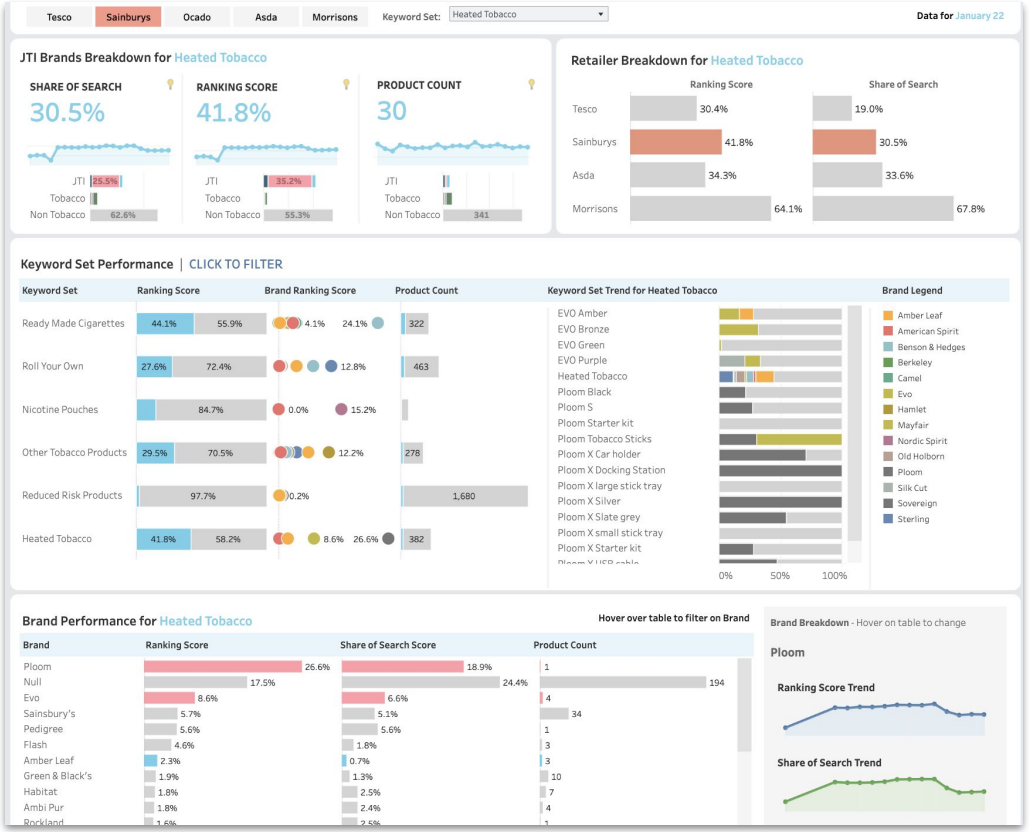
Amazon is the most sophisticated ad platform

But other E-retailers are adding new capabilities

Use E-Retail Analytics dashboards to optimise performance

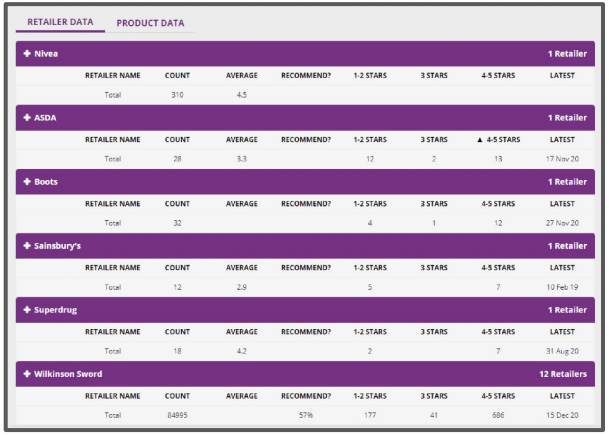
Keyword Share of Search

Tambo Compass

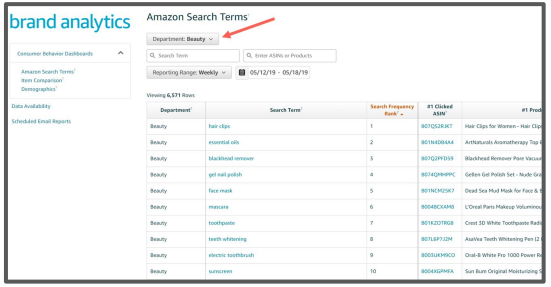


Ratings & Reviews, Content quality

efundamentals



Keyword Research



Summary

- E-Retailers work differently to traditional retailers, so requires a different sales and marketing approach
- E-Retailers are product search engines. Winning in search determines your success on the platform
- Most E-Retail search pages are dynamic and frequently evolving - keep an eye on them!
- The algorithm are complex and differ by each retailer, optimise for every e-retailer - don’t be lazy!
- There are five key factors influencing retail search: Availability, Price, popularity, relevance quality
- Advertising powers the flywheel without it you can’t succeed
- Ensure that you address the fundamentals of your listings to be competitive in search

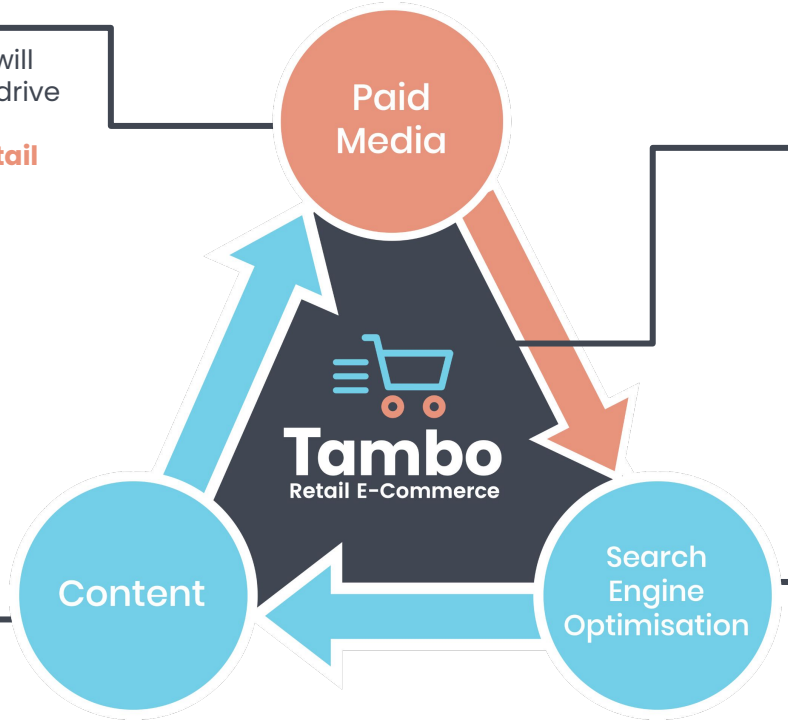
Supporting HFMA members

Tambo: Retail E-commerce services

A full service solution - Built on search algorithm knowledge

Paid Media
Our team of **specialists** will partner with you to help drive the maximum possible performance through **retail media advertising.**

Performance Audit & strategy Development
An audit of your presence on retailers. Identity opportunities for optimisation, based on in-depth understanding of algorthmns.



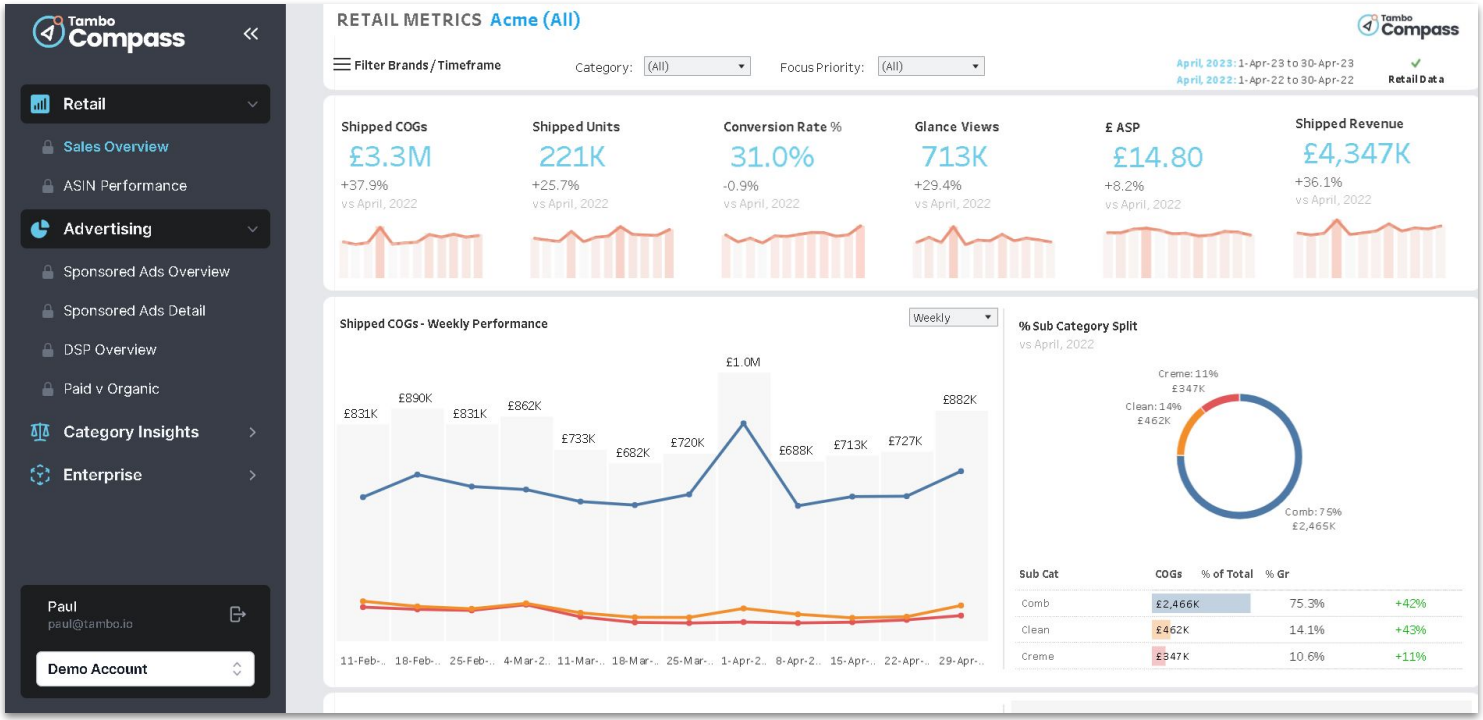
Content
Our content experts will capture your brand identity through engaging and educational visuals. We'll optimise your listings to **drive conversion and deliver a consistent brand experience across online marketplaces.**

Search Engine Optimisation
We will identify the highest traffic search terms relevant to your product and category. Our copywriters weave these keywords in to listing content to **boost visibility and ranking for keywords which generate conversions.**

Tambo Compass Offer

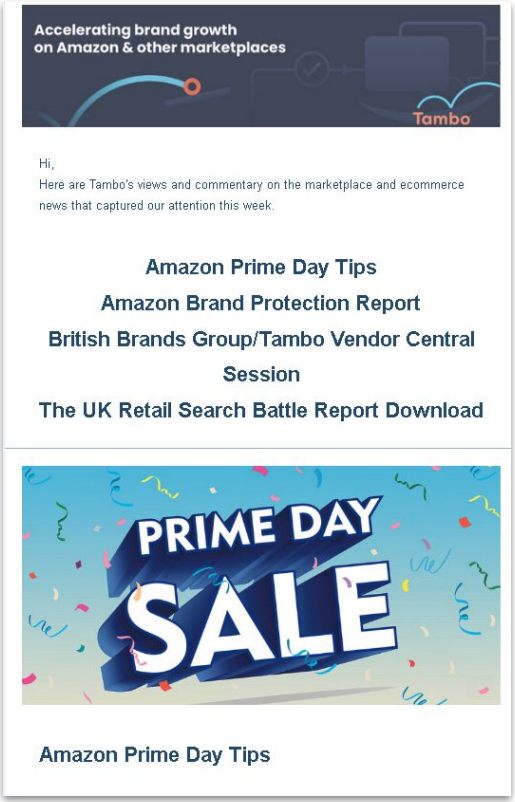
Free E-Retailer Intelligence Tool

Email: Paul@tambo.io to receive a FREE Starter Package



E-Commerce Newsletter

Email Paul@tambo.io to sign up



- A FREE weekly newsletter delivered every Sunday evening
- We curate the big stories in e-commerce for that week
- Includes other features: Blogs, reports, events and case studies
-
- Keep up to date with Tambo news

Thank You