

SITE SEARCH INTELLIGENCE

**Data-Driven Insights
for eCommerce Success in 2023**



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3	Letter from Doofinder CEO Iván Navas
4	The Future of eCommerce
5	How Big is the eCommerce Market in the World of Retail?
6	Customer Trends in eCommerce
9	What Challenges Are eCommerce Businesses Facing Today?
10	Does a Search Bar Really Affect Customer Journey & Experience?
11	What Limitations Does a Standard Search Bar Have?
12	Understanding Site Search
13	Do customers actually use the search bar when shopping online?
14	Advanced Site Search Statistics
15	Which Industries Have the Most Searches?
16	How Much Do Users Search?
17	When Do Users Search?
18	Do People Search More on Desktop or Mobile?
20	Features of Advanced Site Search
21	Do Online Shoppers Need Advanced Search Bar Features?
23	What Filters Do Customers Use While Searching?
24	The Role of Advanced Site Search in eCommerce
25	Can a Search Bar Really Increase My eCommerce Sales?
26	Are Companies Actually Investing in a Search Bar?
27	Why Doofinder?
28	References

Letter from Doofinder CEO Iván Navas

Welcome to the world of eCommerce, where product search and discovery is no longer as simple as having a standard search bar on your website.

Advanced site search has become a sophisticated tool that can enhance your customers' search experience with autocomplete suggestions, search filters, personalized recommendations, and so much more.

So, what exactly is advanced site search? It's a feature that uses algorithms to provide customers with accurate and relevant search results. It's like a GPS for your website, guiding customers to the exact products they're looking for.

But why is advanced site search so important in eCommerce? Well, think about how frustrating it can be when you can't find what you're looking for on a website.

Customers today have come to expect a seamless online shopping experience, and advanced search and product discovery plays a vital role in delivering that experience.

It can improve customer satisfaction, increase conversion rates, and reduce bounce rates.

That's where this eBook comes in. Our goal is to help you understand the latest statistics, benchmarks, and techniques related to eCommerce search so you can improve your online business in 2023.

Whether you're just getting started with site search or looking to take your existing site search to the next level, this eBook is for you.

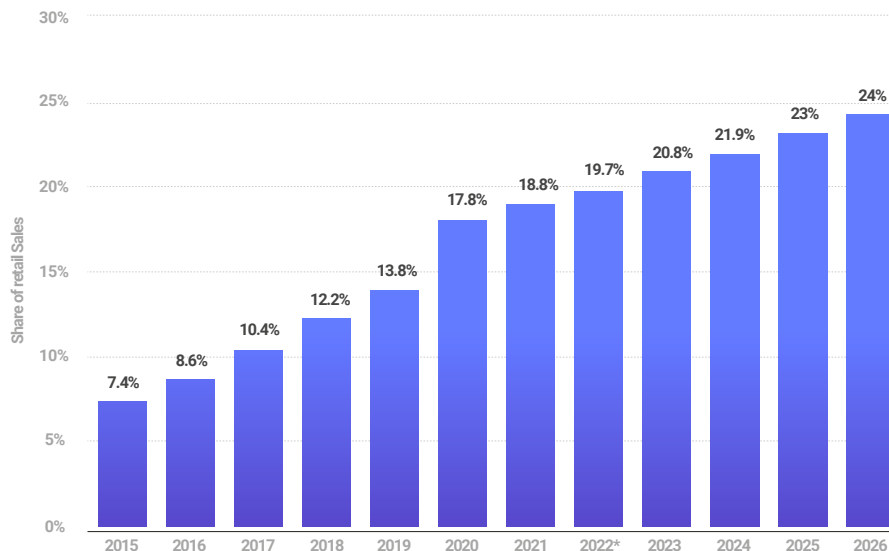
So let's dive in and explore the world of eCommerce search and discovery together!

Iván Navas
DOOFINDER CEO

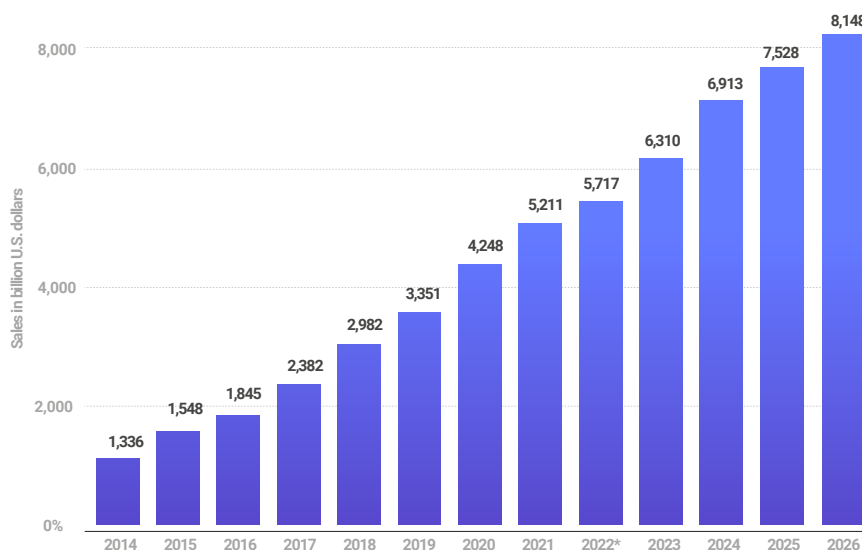


THE FUTURE OF ECOMMERCE

How Big is the eCommerce Market in the World of Retail?



With more than 20% of all retail sales now belonging to eCommerce, it's clear that **online shopping is no longer just a niche market** but a significant player in the retail industry.



The forecasted **6,310 billion USD in retail eCommerce sales for 2023** is a clear indication that eCommerce is continuing to grow and thrive.

As online shopping becomes increasingly popular, it's essential for businesses to stay ahead of the curve by providing an **exceptional online shopping experience** for their customers.

Did you know...?

The eCommerce Market is expected to expand globally by 11.34% from 2023 to 2027

CUSTOMER TRENDS IN ECOMMERCE

80%

of Americans will buy something online this year.

The rise of online shopping has led to a massive audience of 2 billion people worldwide who turn to eCommerce for their shopping needs.

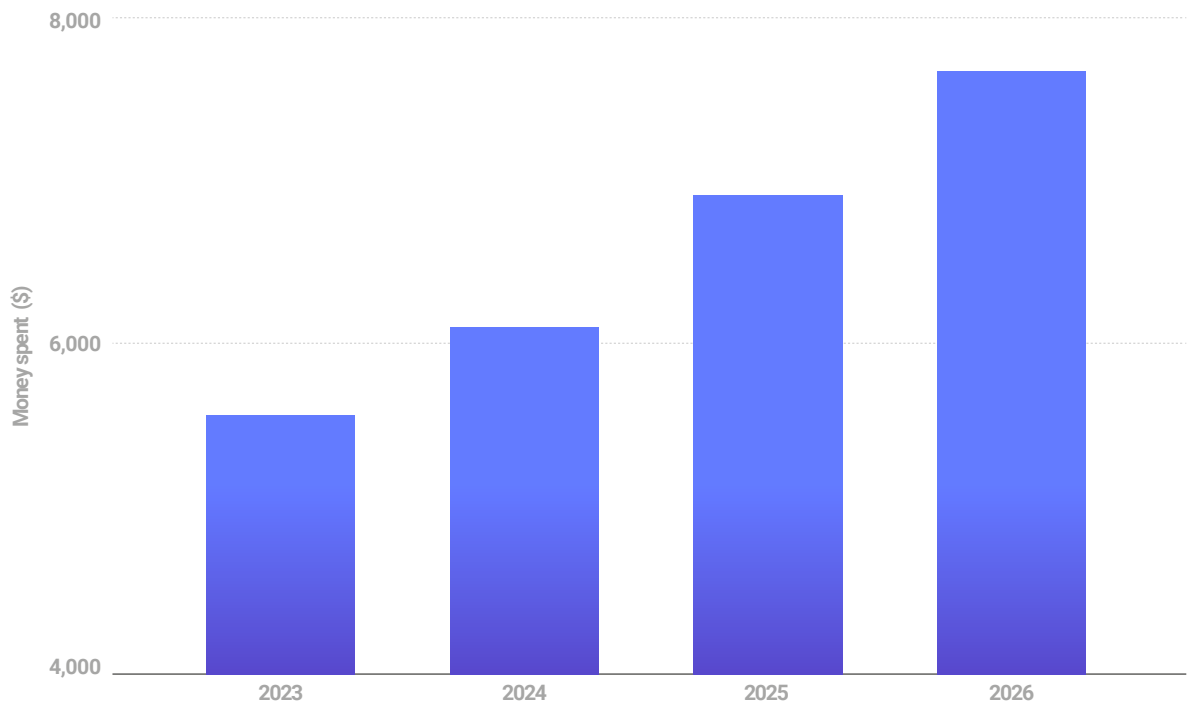
This presents a great opportunity for businesses to expand their reach and tap into new markets.

Online businesses must focus on providing a seamless and convenient **user experience** to **attract and retain customers**.

They may also need to adapt their marketing strategies to effectively target this growing market and **stay ahead of competitors**.

Did you know...?

There are approximately 218.8 million online shoppers in the U.S. alone



Each U.S. online shopper is projected to spend over \$7,000 in yearly eCommerce sales in the year 2026.

As eCommerce continues to grow and evolve, **businesses that prioritize their online presence** and offer a seamless, high-quality customer experience have the opportunity to tap into this vast market and **drive significant revenue growth**.

By staying ahead of the curve and keeping up with the latest trends and innovations in eCommerce, businesses can position themselves for **long-term success** in this dynamic and rapidly evolving industry.

What Challenges Are eCommerce Businesses Facing Today?

63% of eCommerce sites are not satisfied with their site search

The fact that 63% of eCommerce sites are not satisfied with their site search highlights the importance of prioritizing and optimizing this critical component of the eCommerce experience.

36%

of eCommerce sites don't benefit from the analytics their site search provides them with.

As we can see, this is a missed opportunity for businesses to gain valuable insights into customer behavior and optimize their site search accordingly.

By leveraging site search analytics to gain deeper insights into customer search behavior, businesses **can refine their search functionality**, improve the relevance of search results, and ultimately **drive higher sales and revenue growth**.

Does a Search Bar Really Affect Customer Journey & Experience?

68%

of customers experience frustration in the overall product search experience

12%

of users will bounce to a competitor's site after an unsatisfactory search.

20%

of people who used search went on to refine their searches
(submit another search)

With a significant percentage of customers experiencing frustration during the product search experience, and a high number bouncing to competitors' sites after an unsatisfactory search, it's clear that **search functionality can make or break a customer's experience on an eCommerce site.**

By providing advanced site search features and making it easy for customers to refine their searches, eCommerce businesses can **minimize frustration, keep customers engaged**, and ultimately **boost conversions and sales.**

15% of customers are leaving without finding what they need.

Think about it - when you're on a website and you can't find what you're looking for, what do you do? You might try browsing through categories or clicking on different links, but if you're still not finding what you want, the search bar is often the next step.

And if that search bar doesn't return relevant results, or worse, doesn't even work properly, you're likely to give up and look elsewhere.

What Limitations Does a Standard Search Bar Have?

36%

of sites don't support thematic search queries

49%

of sites don't support symbols and abbreviations

39%

of sites don't support non-product search queries

If it isn't clear already, standard search bars just don't support search. If your eCommerce site's search functionality is limited, your customers may struggle to find what they're looking for. This can lead to frustration and lost sales.

To improve the search experience for your customers, you need to invest in advanced site search features and make sure your search functionality can handle a variety of search queries. By doing so, you'll keep customers engaged and ultimately drive sales and revenue.

One in three users tries to search for non-product content.

UNDERSTANDING SITE SEARCH

Do customers actually use the search bar when shopping online?

30%

Up to 30% of users
use a search bar

That's a pretty significant number, right? So, what does this mean for your eCommerce site? Well, it means that your **search functionality needs to be top-notch**. If it's not, you could be losing out on potential customers who are unable to find what they're looking for on your site.

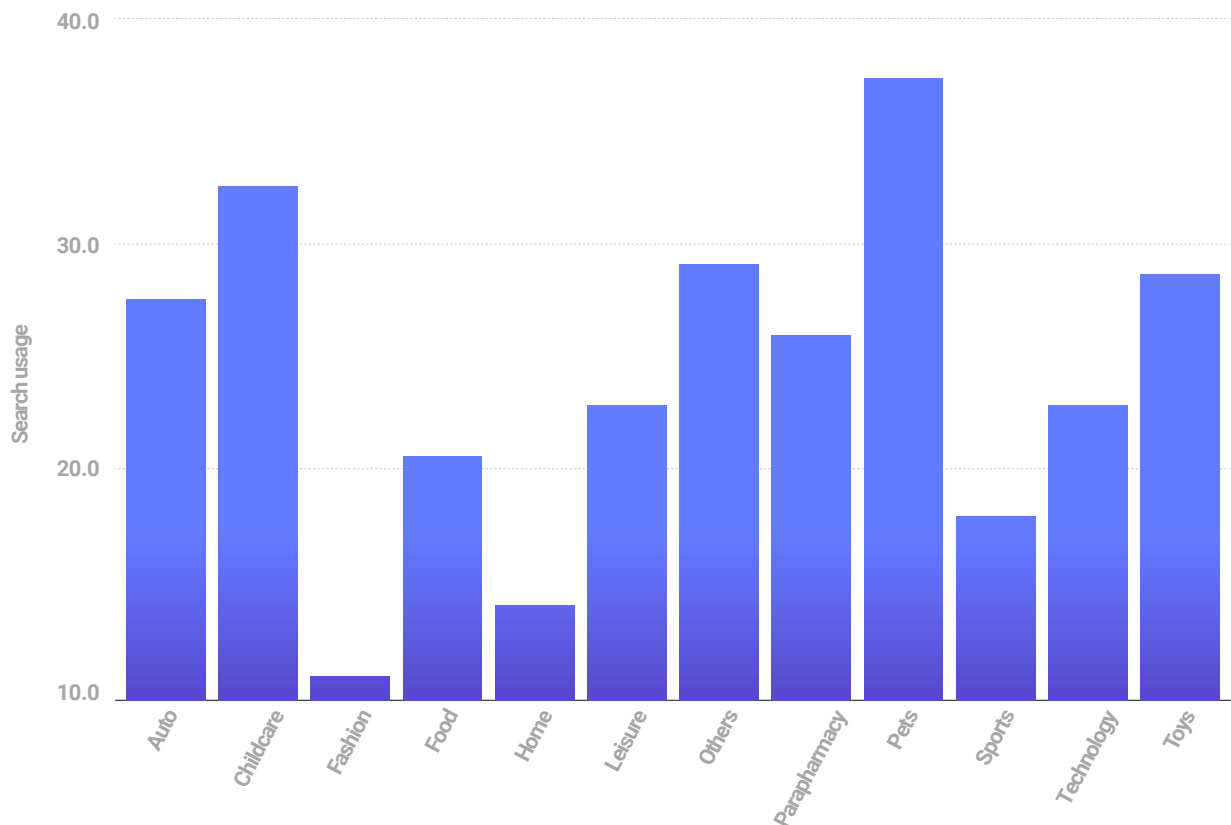
More than 50% of eCommerce sales may be attributed to search bar usage.

This underscores the critical importance of investing in and optimizing your site search functionality to ensure that customers can easily find and purchase the products they are looking for.

By continuously refining and improving your site search capabilities, you can enhance the customer experience, drive higher sales, and position your business for long-term success in the highly competitive eCommerce landscape.

ADVANCED SITE SEARCH STATISTICS

Which Industries Have the Most Searches?



The **pet, childcare, and toy industries** are among the most popular and profitable markets in the eCommerce world.

These industries have experienced significant growth over the years, and they continue to attract a large number of consumers.

It's important to pay attention to the industries that have the most searches on their websites because it can give you **insights into consumer behavior and trends**.

You can use this information to make informed decisions about what products to offer, how to market them, and how to optimize your website for search engines.

How Much Do Users Search?

175M

From Doofinder's 10,000 eCommerce sites, there are 175 million monthly searches.

That's a huge number of searches! It just goes to show how important search functionality is for eCommerce businesses.

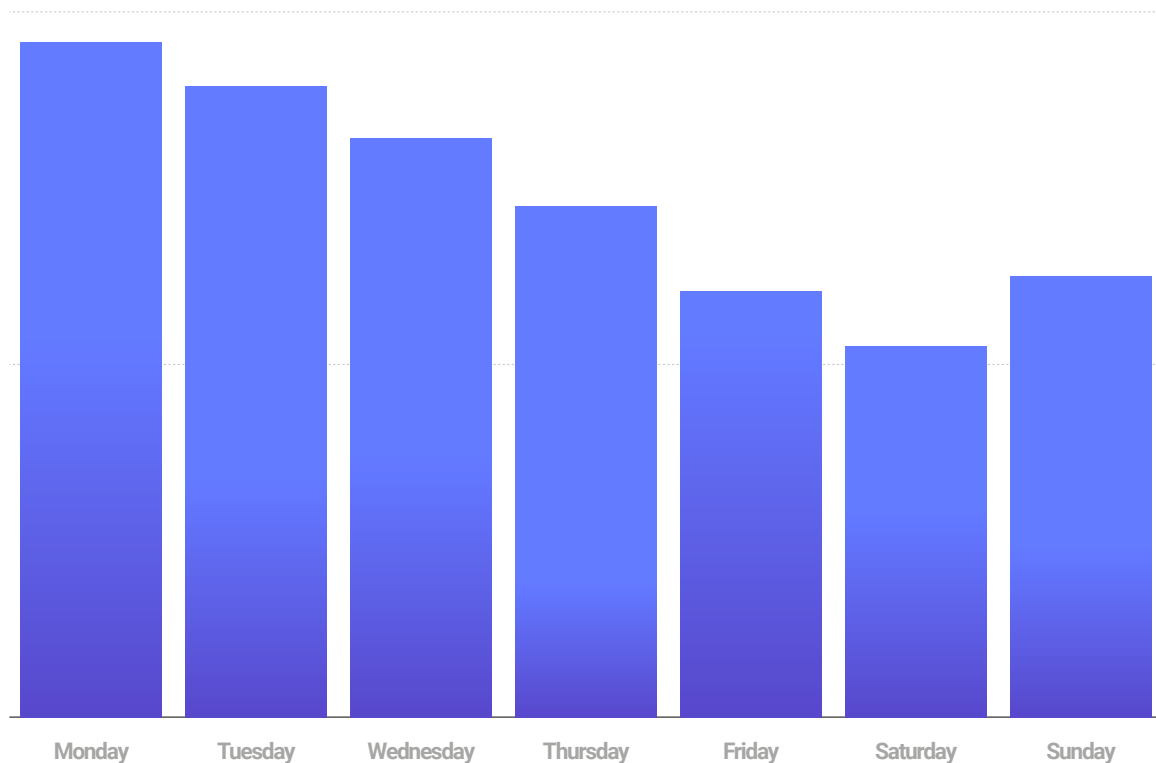
But it's not just about having a search bar - it's about optimizing that search bar to provide **relevant and accurate results**.

This includes using filters, providing autocomplete suggestions, and optimizing search algorithms to consider factors like relevance, popularity, and ratings.

Did you know...?

On average, users make 5 searches per session.

When Do Users Search?

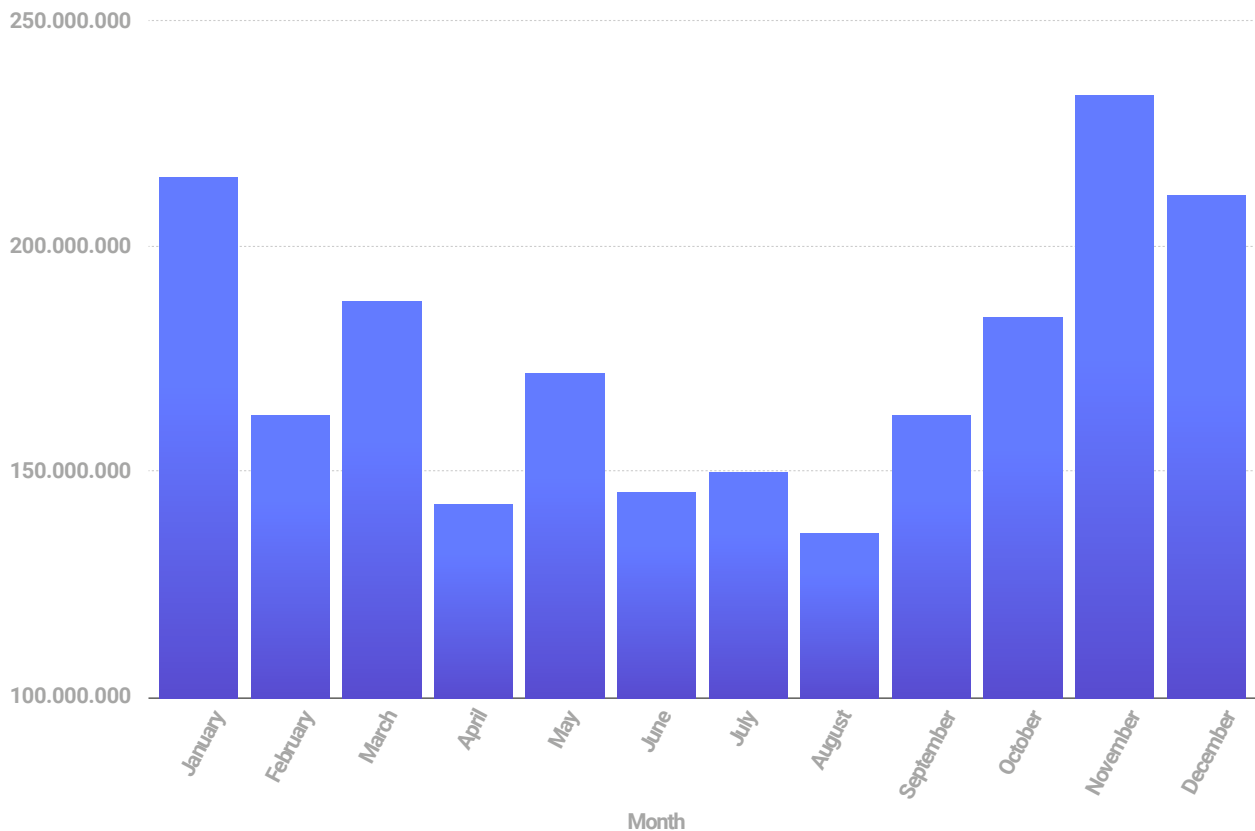


It's interesting to note that **users tend to search the most on Mondays**. This could be due to a number of factors, such as people getting back to work after the weekend and wanting to catch up on any online shopping they may have missed.

This information could be useful in terms of planning your advertising and promotional campaigns. You might want to consider **increasing your advertising spend on Mondays** to take advantage of this peak in search activity.

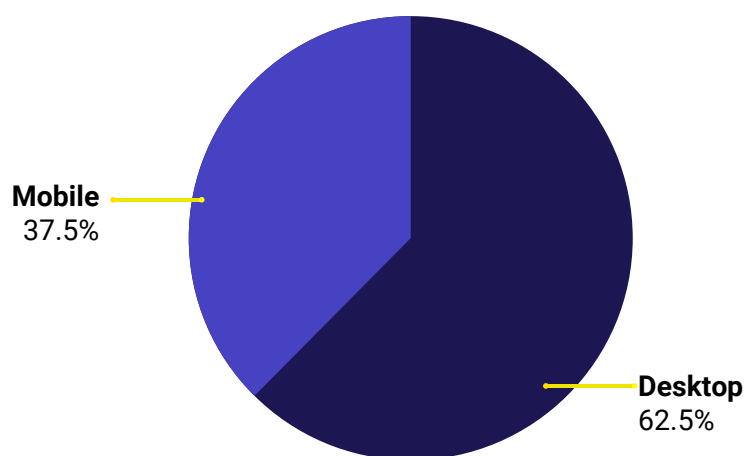
Did you know...?

Most searches occur during typical work hours (9:00 am to 5:00 pm).



It's no surprise that **November is the month with the highest number of searches** since Black Friday is one of the biggest sales days for eCommerce during the year. If you aren't taking advantage of this peak in sales, you better start planning for it!

Do People Search More on Desktop or Mobile?



It's important to note that mobile devices are becoming increasingly popular for online shopping. As a result, eCommerce businesses need to ensure that their **mobile platforms are optimized to provide the best possible user experience.**

Sector	Desktop	Mobile
Food	27%	71%
Sports	28%	69%
Education	52%	46%
Electronics	39%	56%
Home & Garden	24%	72%
Food Delivery	14%	85%
Home decor	22%	75%
Jewelry and accessories	30%	66%
Fashion	14%	84%
Leisure	27%	70%
NGO	43%	54%
Others	27%	71%
Pharmacy	31%	67%
Service providers	52%	46%
Gifts & parties	39%	60%
Health & beauty	31%	66%
Insurance	31%	67%
Travel	26%	72%
Arithmetic mean of traffic per device	28%	69%

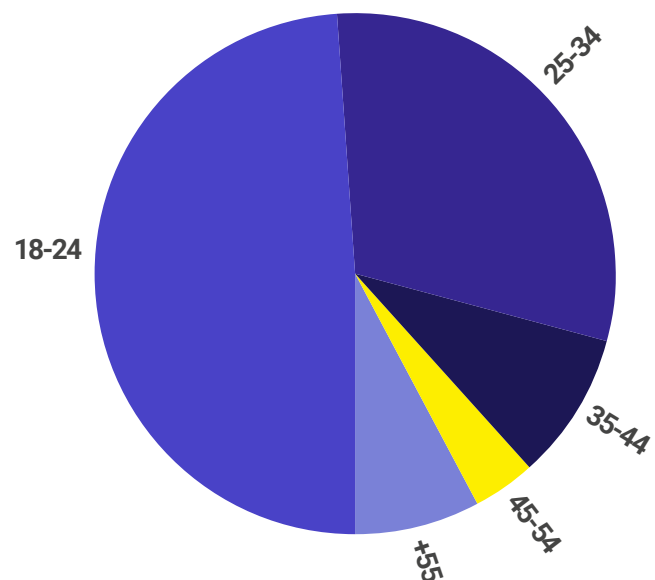
30% of all digital sales are mobile.

If your industry has a high rate of mobile traffic, you can **improve your site's usability, reduce bounce rates, and increase conversions just by investing in mobile search.** With the right mobile search features in place, you can stay ahead of the competition and continue to grow in the mobile age.

It's clear that mobile **shoppers aged 18-24 are a key demographic** for eCommerce businesses to target since they account for almost **50% of all mobile eCommerce shoppers.**

This demographic is known for being tech-savvy, and they are more likely to use mobile devices for online shopping than other age groups.

By investing in **mobile search features**, integrating **social media**, and incorporating **social proof** elements, eCommerce managers can optimize their mobile platform to provide a seamless and engaging shopping experience for this demographic, ultimately driving **conversions and growth for their business.**



FEATURES **OF ADVANCED** **SITE SEARCH**

SITE SEARCH FEATURES		
Feature	Supported by Standard Search Bars	Supported by Advanced Search Bars
Thematic search queries	✗	✓
Symbols & abbreviations	✗	✓
Typos & synonyms	✗	✓
Non-product search queries	✗	✓
Basic filters	✓	✓
Advanced filters	✗	✓
Basic analytics	✓	✓
Advanced Analytics	✗	✓

Do Online Shoppers Need Advanced Search Bar Features?

Up to 9% of searches have typos and up to 53% of searches use filters

By investing in **advanced search bar features** such as auto-correct for typos and intuitive filter options, you can significantly **enhance the search experience** for your customers.

By doing so, you can **boost customer satisfaction, increase sales, and build long-term customer loyalty.**

Looking to supercharge your eCommerce search capabilities?

Look no further than **Doofinder**! Our advanced search technology can help you increase conversions and provide a better shopping experience for your customers.

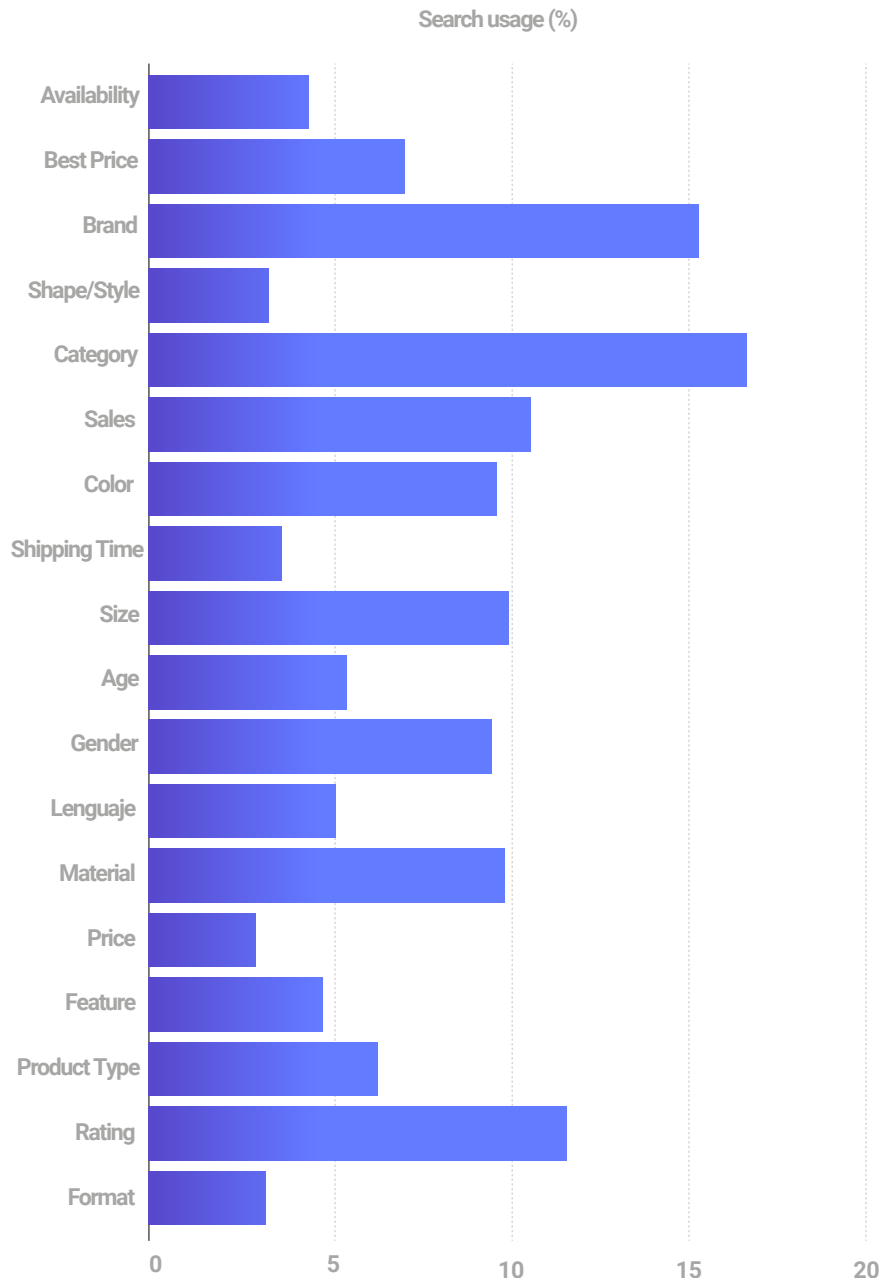
Don't just take our word for it - [book a demo](#) with us today and our team of experts will walk you through all the features and benefits of our platform. They'll also show you how Doofinder integrates perfectly into the look and feel of your online store.

So why wait? Book your demo today and start unlocking the full potential of your eCommerce search capabilities with **Doofinder**!



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What Filters Do Customers Use While Searching?



Here you can see a variety of search filters that customers use while shopping online. The most popular search filters are **category, brand, rating, and material**.

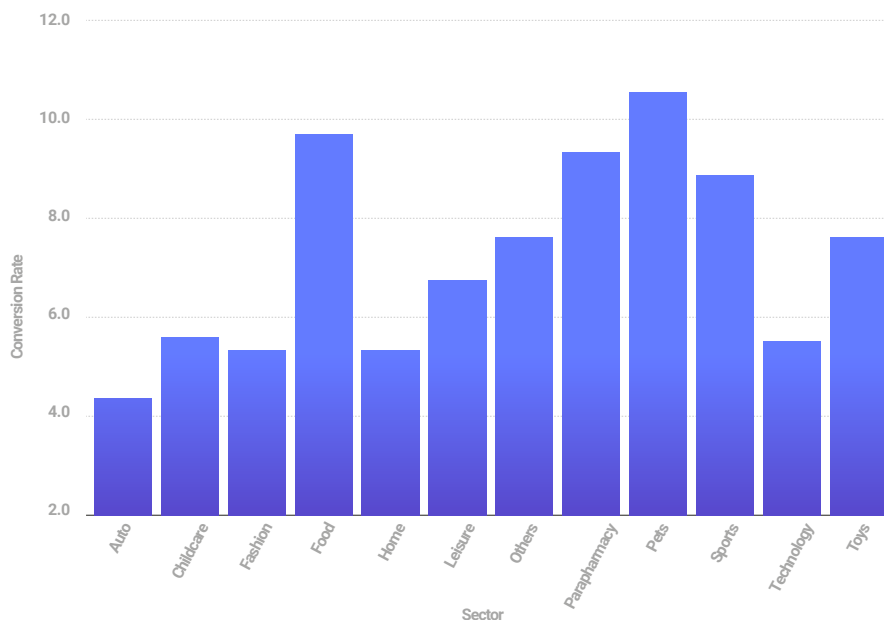
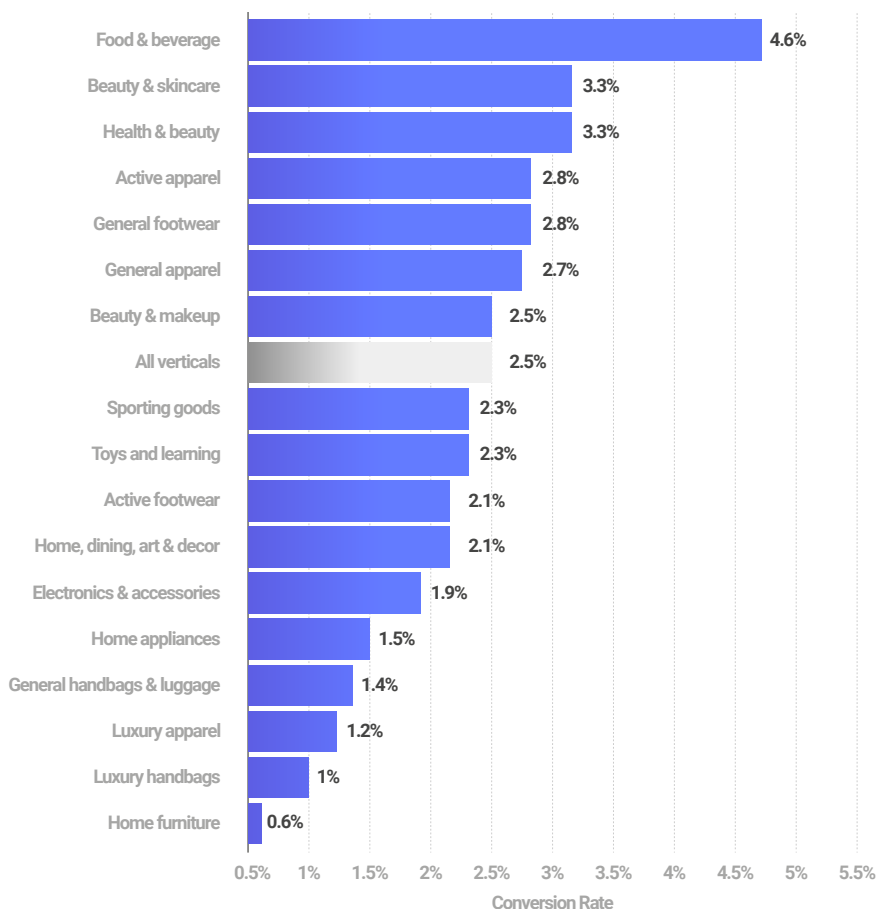
Providing a wide variety of search filters can make a big difference in the success of an eCommerce business.

So if you're running an eCommerce business, make sure to **prioritize these important search filters** to help your customers find exactly what they need!

THE ROLE OF ADVANCED SITE SEARCH IN ECOMMERCE

Can a Search Bar Really Increase My eCommerce Sales?

Standard online shopping conversion rates only reach up to a **little over 3%**. Let's take a look at the conversion rates of eCommerce sites that use advanced search technology.



With advanced site search features, **online stores nearly triple the standard conversion rates** just from their search conversion rates. By providing users with more intuitive search options and personalized search results, customers are more likely to find what they are looking for and complete a purchase. You don't want to miss out on these additional sales from search!

Take a look at these average order values by industry. I'll let you do the math to see how much your eCommerce could be making by adding advanced search technology to your site.

Sector	AOV*
Food	70,95 €
Sports	111,19 €
Education	237,44 €
Electronics	332,30 €
Home & Garden	109,21 €
Food Delivery	31,28 €
Home decor	311,20 €
Jewelry and accessories	1.121,71 €
Fashion	71,39 €
Leisure	39,48 €
NGO	87,13 €
Pharmacy	45,94 €
Service providers	250,75 €
Gifts & parties	237,69 €
Health & beauty	49,80 €
Insurance	187,85 €
Travel	642,64 €
Others	204,60 €

Are Companies Actually Investing in a Search Bar?

40% of businesses are planning to make significant investments in eCommerce site features & 52% of businesses are implementing site search with a third-party vendor

Businesses are starting to understand the important role search plays in driving sales and customer satisfaction. By offering features like autocomplete, filters, and typo correction, you can **make it easier for customers to find exactly what they're looking for**, leading to higher conversion rates and increased revenue.

It's not a surprise that **10,000+ customers** have made Doofinder their eCommerce partner of choice. Check out some of our case studies to see how our customers have improved and grown their eCommerce.

Why Doofinder?

If you're looking for a way to boost your eCommerce sales, then look no further than [Doofinder](#)! Did you know that by improving your site search, **you could increase conversions by up to 20%**? It's true - and that's where Doofinder comes in.

Think about it - you don't want **15% of your customers leaving your site empty-handed** because they couldn't find what they were looking for, do you? That's a lot of potential sales lost. With Doofinder, you can streamline your customers' search journey and **ensure they find what they need** in your store.

Doofinder also gives you the power to make **data-driven decisions** and strategically showcase your products to maximize your eCommerce potential. Plus, it seamlessly **integrates with multiple platforms and custom-built sites**, so you have the flexibility you need.

And the best part? You don't need to be a coding expert to use Doofinder. It's **easy to install and start using**, so you can experience the simplicity of this powerful tool right away. So why not give it a try and see the results for yourself? With Doofinder, boosting your eCommerce sales is that simple!

References

The comprehensive analysis of eCommerce product search and discovery data in this eBook was made possible by studying the search habits of more than 10,000 eCommerce sites that use Doofinder worldwide.

Site search data gathered from Doofinder's 175 million monthly searches was a key component in the analysis of user search behaviors and trends within the eCommerce industry.

To supplement this data, the ebook also references trusted sources throughout the eBook such as [Statista](#), [Flat 101](#), [Forrester](#), and [Baymard Institute](#).

We are proud to have played a role in providing this valuable resource, and we believe that the insights shared in this eBook will be instrumental in driving eCommerce success in the years to come.



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