

B2B Find™: Personalized eCommerce Search

Deliver exceptional, B2C-like personalized experiences to your B2B shoppers.



Embrace Search that Curates Experiences Based on the Shopper's Contracted Products and Pricing, as well as Their Individual Preferences

CONTROL CATEGORY AND PRODUCT VISIBILITY

Your client may have multiple shopper groups, each with a designated buyer who makes purchases for the group. These groups may have specific viewing permissions for categories and products, sometimes with overlaps. Our platform considers such hierarchies of visibility rules before displaying results.

ENABLE SEARCH-TIME PRICING AND AVAILABILITY

B2B Find™ accommodates scenarios where pricing and product availability data might not be indexed in the catalog. When a shopper initiates a search, the platform allows you to query an external system and send the information as part of the request, in real time, as though the information was already indexed.

ENABLE SHOPPERS TO FIND ARCHIVED PRODUCTS

Your product catalog may undergo frequent updates, sometimes faster than B2B contracts are adjusted. Our platform enables shoppers to find and purchase withdrawn products still under contract by their product number, even if they no longer appear in regular search results.

LEVERAGE A HOST OF MACHINE LEARNING SEARCH ALGORITHMS

Use strategies such as 'Wisdom of the Crowd', which refines results by forming associations between shoppers' search queries and what they view or purchase subsequently. Or integrate with ChatGPT to show results for related searches in addition to results for the main query.

SURFACE PRODUCT PACKAGES TO IMPROVE ORDER VALUE

In addition to surfacing individual products in search results, show packages that bundle the desired product with compatible or complementary products to increase order value and revenue per visit. What's more, packages adhere to visibility rules and are CNET-compliant.

The Algonomy Advantage



Near Real-time Catalog Updates and Observability

Enjoy fully automated, near real-time catalog updates, with continuous data exchange between B2B Find™ and your eCommerce platform. Get complete visibility into the status of catalog updates—including when they are successful, when they have failed and why—through a set of REST APIs.



Assortments to Accelerate Shopping Journeys

Enable merchandisers as well as your shoppers to create assortments or curated item lists. For instance, a merchant could create an assortment to guide shoppers to the best deals. Or a shopper could create a “favorites” list to find relevant products quickly.



Seamless Integration with PIM and ERP Platforms

B2B Find™ integrates with PIM and other product content management platforms—such as IWorldSync, CNET, and EnterWorks—to reduce manual effort in managing catalog data. It also integrates with your ERP to ensure product availability to shoppers.



Custom-built for B2B Commerce

We understand the unique challenges faced by B2B commerce. In addition to a shopper's behavioral and transactional data, our search also considers their contract terms and membership tier before surfacing products and pricing information.

ALGONOMY

Algonomy (previously Manthan-RichRelevance) empowers leading brands to become digital-first with the industry's only Algorithmic Platform that automates and optimizes decisioning across digital, marketing, and merchandising. With industry-leading retail AI expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration & analytics, merchandising analytics, and supplier collaboration.