The Only Fully Integrated Search for Optimizely B2B Commerce Cloud

Effectively enhance your site search beyond simple out-of-the-box functionality, boosting the user experience across your Optimizely B2B site.

Hawksearch’s machine learning personalizes the BigCommerce buying experience.

Help your customers solve everyday B2B search struggles

Recommendations Strategies
- 17 Recommendation Strategies
- Auto-complete Recommendations
- Configurable and Personalized Strategies
- Recommendation Analytics

Advanced Capabilities
- Data Normalization
- Unit of Measure Conversion
- Pattern Matching
- SEO Traffic Builder
- Machine Learning

Codeless Management
- Relevancy Tuning
- Drag & Drop Merchandising
- Campaign Scheduling
- Simple Rule Building
- Pre-Built Reports and Insights

HawkSearch Optimizely B2B Connector Benefits

1. Easily toggle on HawkSearch through your Optimizely admin console
2. Instantly redirects data to the HawkSearch workbench
3. Indexes all saved commerce data, past and present
4. Unlocks HawkSearch features
5. Immediately starts working with Optimizely’s front end
6. Schedules and automates catalog re-indexing
7. Powers personalization and analytics

“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, Global Vice President, Product Management, Commerce Optimizely