

Transforming Grocery E-Commerce with AI-Powered Search

The Challenge

Improving Grocery Search for a Better Shopping Experience

**69% of shoppers
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Online grocery shopping presents unique challenges. With thousands of similar items available, customers often struggle to build large carts efficiently. Poor search functionality can drive frustration, increase abandonment rates, and even push customers toward competitors. Studies indicate that nearly **69% of shoppers use the search bar immediately upon arriving at an e-commerce site**, highlighting the importance of an effective search experience.

One leading regional grocery retailer recognized this challenge. Their existing search function struggled with understanding intent, often returning irrelevant or incomplete results. This led to missed sales opportunities and a slower, less intuitive shopping experience.

The Solution

AI-Powered Semantic Search

To address these challenges, the retailer deployed Wynshop Search, powered by Halla Intelligence, an AI-powered search solution specifically designed for grocery e-commerce. Halla leverages real-time shopper behavior, preferences, and intent to deliver more relevant search results—reducing friction and increasing cart-building efficiency.



Key Capabilities of Wynshop Search

- **Intent-Based Search Results:** Unlike traditional keyword-based search, Halla understands context. For example, searching for “fresh fruit” prioritizes berries and fresh fruit blends rather than frozen fruit bags and yogurt. Searching for “romantic dinner ideas for two” returns a curated list of meal suggestions based on user preferences, dietary restrictions, and eating habits.
- **Personalized Search Autocomplete and Refinements:** The system suggests relevant terms based on the shopper’s past purchases and behaviors.
- **Error Handling and Smart Recommendations:** If a customer searches for a non-existent item (e.g., “Cherry Vanilla Diet Coke”), Halla intelligently suggests the closest matches, such as Coke Zero Cherry, Coke Zero Vanilla, and Cherry Coke.
- **Intelligent Merchandising:** The retailer can bias search results towards private-label products, high-margin items, or curated selections—without sacrificing relevance.

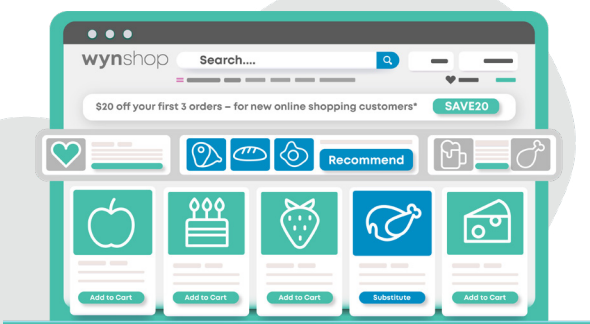
The Results

Increased Conversions and a Smarter Shopping Experience

To measure Wynshop’s impact, the retailer conducted an A/B/n test, comparing four different AI-driven search variations against their existing search engine.

- All AI-powered variations outperformed the original search engine.
- The best-performing model showed a **10% improvement in search-driven cart additions**.
- After slightly more than a week of split testing, the retailer decided to push 100% of its search traffic through the AI-search engine.
- Post-deployment, further optimizations resulted in a **14% increase in searches leading to cart additions**.

10%
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With these improvements, the retailer has enhanced its customers’ shopping journeys, making it faster and easier to find relevant products while simultaneously driving increased revenue.

Why This Matters

AI-driven search isn't just about better results—it's about streamlining the shopping experience. By implementing Wynshop Search, powered by Halla Intelligence, this retailer has:

- Increased conversion rates by reducing search friction.
- Improved customer satisfaction with highly relevant, personalized results.
- Boosted sales of private-label and high-margin products using intelligent merchandising tools.

As online grocery shopping continues to grow, advanced search solutions like Wynshop are setting new standards for convenience, personalization, and efficiency.

About Wynshop

Wynshop is an ambitious team of digital innovators obsessed with a solitary mission—helping grocers and other local store-based retailers grow wildly successful online businesses. Its refreshingly easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers the ability to control every facet of their customers' digital shopping experience. This results in a more personalized customer journey and amplified shopper loyalty.

Learn more about how Wynshop can transform your grocery retail business at wynshop.com

