

CartUp AI enhances its AI-based personalized search on its first anniversary



CartUp AI

Noord-Brabant, Breda, Aug 5, 2021 ([Issuewire.com](https://www.issuewire.com)) - CartUp AI is an e-commerce AI SaaS company and is celebrating its first anniversary this month - the company was incorporated in July 2020.

CartUp AI's SaaS product enables consumer and B2B e-tailers such as Intertoys to achieve immediate e-commerce sales growth through powerful AI. The technology maximizes conversion and upsells through personalized recommendations and searches.

In this celebratory month, CartUp AI launches an enhanced version of its e-commerce site search. CartUp AI e-commerce site search differentiates from other existing products for four reasons:

- Products are matched to the search query, based on a merchant-specific corpus, recognizing the lingo of that merchant's visitors.
- NLP is applied to understand key concepts that are most important to the query, and these words are boosted in the search query. Most search tools look to match words; our system understands key concepts that are important to the user query.

- Dynamic faceting with total control. Merchants can configure their faceting and filtering configurations specific to each category with a click of a mouse.
- Conversion of product results is maximized through machine-learning-based ranking, applying product signals, such as popularity, price changes, and product review scores.

Jeroen Hendriks, co-founder, and CEO comments: “Our enhanced personalized e-commerce site search improves customer satisfaction, shortens the path to the check-out, and improves the return on ad spend. Visitors will have an easier and faster path to finding required products. It will reduce bounce rates and ensure that visitors come back to the site, again and again, maximizing customer lifetime value.”

CartUp AI will start implementing the enhanced search module into the e-commerce sites of Boxxer.nl and Schroevenxl.nl in August 2021.

CartUp AI has expressed their vision on delightful search in an e-book “**20 ways to boost your conversion through delightful search**” – download it through the link here: <https://hubs.la/H0SSvhK0>

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