

The Role of Search in Shopping

October, 2015

A woman in a black outfit is walking from left to right. She is holding a smartphone in her right hand and a small black bag in her left. She is wearing a black top and black wide-leg trousers. The background is a light-colored stone wall with a dark-framed window. The word "lyst" is overlaid in white text with a horizontal line underneath it.

lyst

**We collect the world of
fashion into a customisable
shopping experience.**

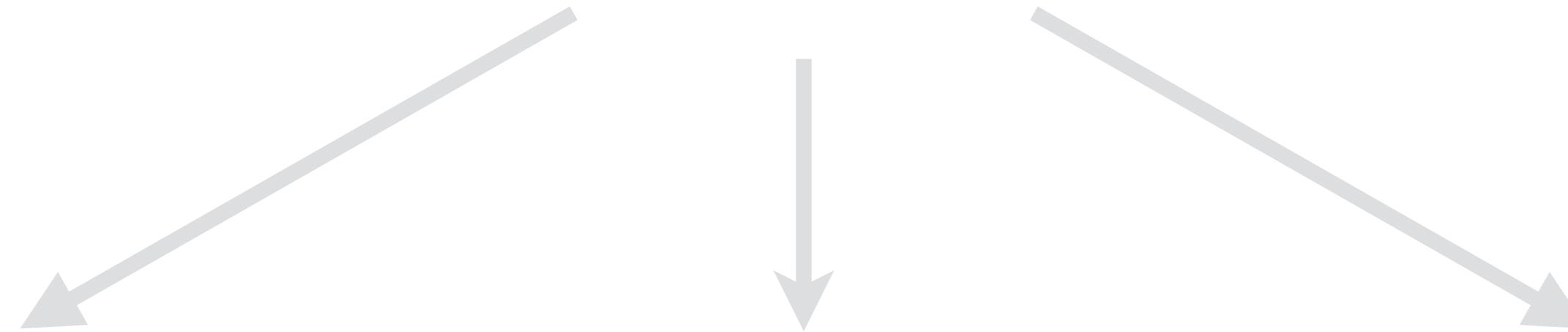
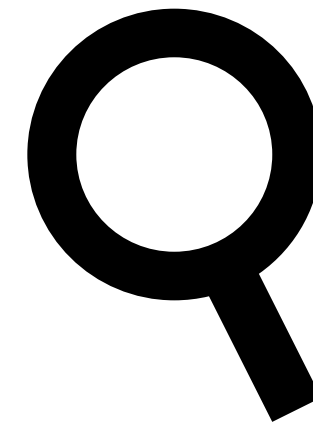
1. Why do we search?

2. Challenges of search for luxury brands

3. How search is changing shopping

Why do we search

Why do we search?



Do something

Buy, Listen,
Watch, Read

Know something

"Top 10 bags this season"
"Sneakers to wear with a dress"

Go somewhere

Online / Offline

Search engines aim to provide the most relevant results - which may not be you...

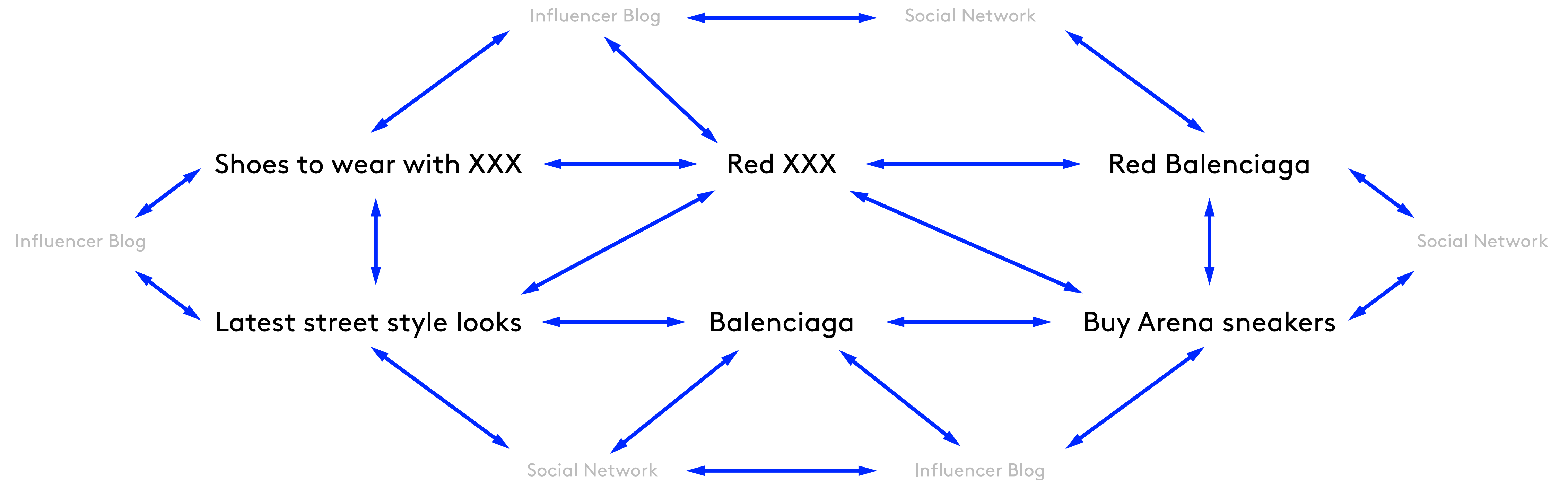
Search based user journeys

In very simple terms, we are told this is how people use search before buying



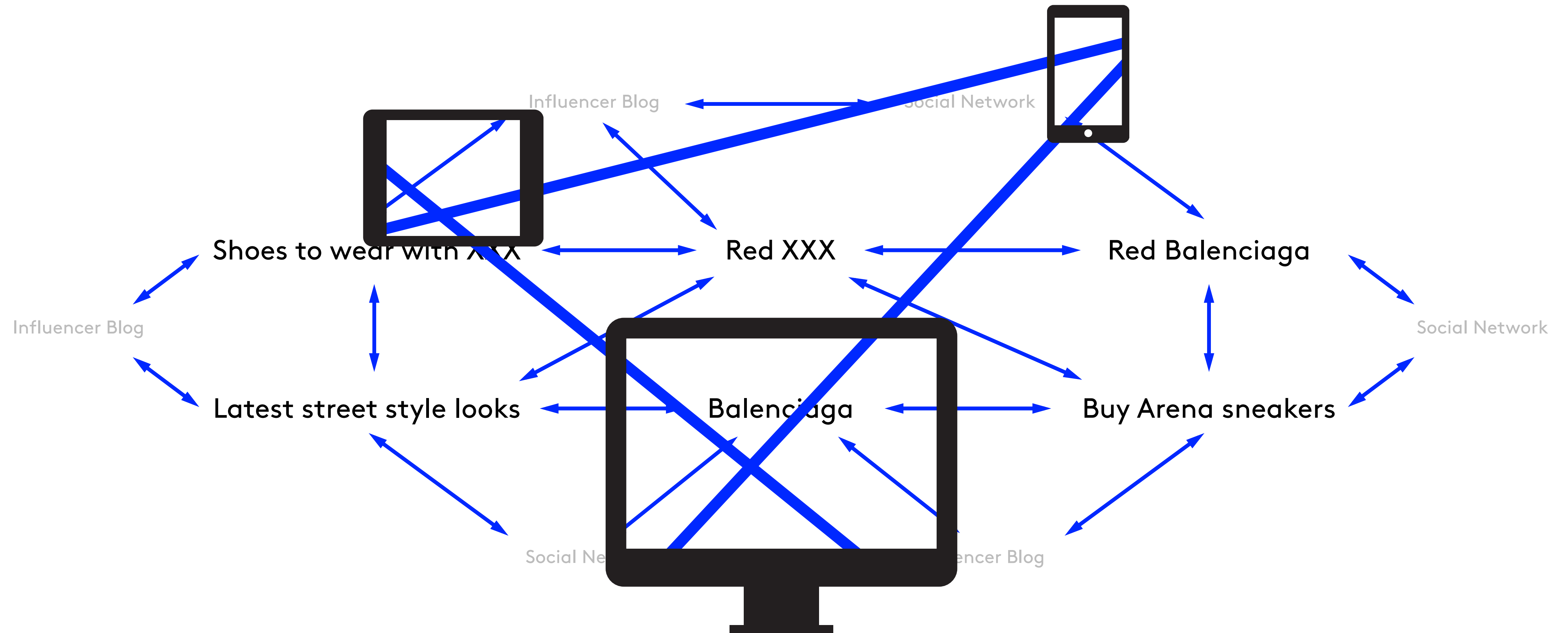
Search based user journeys

Luxury search behaviour looks a little more like this



Search based user journeys

And this...



Lyst does search at scale

Lyst promote more brands and products than any single retailer or agency

1,000,000,000

over paid impressions served a year

Millions

targeted terms

11 thousand

designers promoted daily

\$25 billion

wholesale value promoted

+20 team

focussed on search

Search at scale

Challenges

Maintaining brand messaging across multiple brands/products

Accurate brand representation

Invest in the most effective areas

Search at scale

Benefits

Broad based market insight

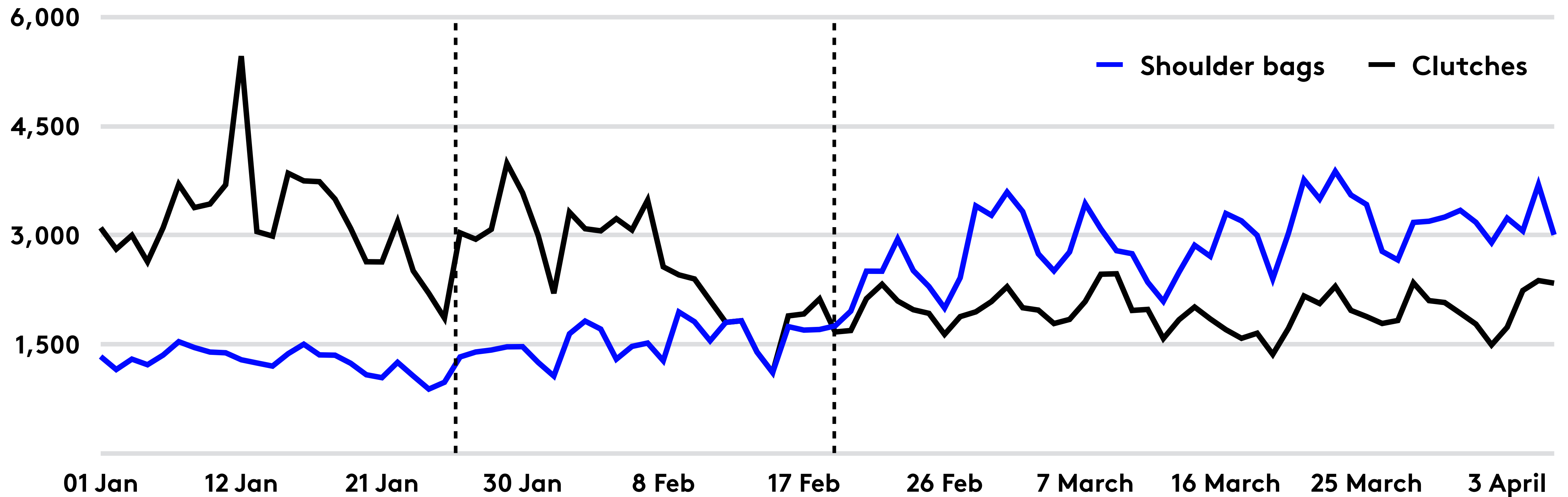
Valuable demand and trend insight

Immediate feedback through search

Gain more actionable insights quicker

Demand and trend insight

The amount of products promoted meant we could evaluate over 4m searches in the UK.



Luxury brands have had to catchup

Many of the previous concerns are no longer relevant

Replicating the luxury experience online

Brand perception and positioning

Concerns over authenticity

Luxury brands have had to catchup

Consumers' main concerns were around

~~Replicating the luxury experience online~~

~~Brand perception and positioning~~

Concerns over authenticity

Intent



Understanding intent

Luxury shoppers expect a customer service element

Understanding intent equates to customer service on search

Intent

Example

Saint Laurent Paris

YSL

Yves Saint Laurent

Saint Laurent

Intent

Example

Saint Laurent Paris

YSL

Yves Saint Laurent

Saint Laurent

300% higher conversion rate

More fashion competition

Highest engagement rates

Intent

Example

Saint Laurent Paris	Fashion Forward
YSL	Beauty
Yves Saint Laurent	Beauty & Fashion*
Saint Laurent	Fashion Intent

* Depending on location & demographic

Search has impacted Luxury shoppers

- 
- A woman with short brown hair, wearing a dark blazer over a black top, is holding a smartphone in her right hand and a patterned clutch bag in her left. The background is a dark, textured surface. Overlaid on the right side of the image is a list of three items, each underlined.
1. Transparency
 2. Empowered
 3. Mobility

Empowered consumers

Consumers

Traditional media hierarchy has changed

Luxury brands have had to diversify their relationships
in order to remain relevant

Search has grown to rely on these diverse signals



Consumers historically

Single retailer references are not longer applicable

Search provides more options than ever

About 1,080,000 results (0.30 seconds)

New Jil Sander Shirts - mytheresa.com

www.mytheresa.com/Jil_Sander

4.8 rating for mytheresa.com

2015 Autumn/Winter **Shirts** Don't Miss Out on **Jil Sander**!

Jil Sander Online Store - JilSander.com

www.jilsander.com/

3.7 rating for jilsander.com

Spring Summer Collection '15: -50% Only 2 days left. Shop Now!

Free Shipping · Secure Payments

Men' New Arrivals - Women' New Arrivals - Shop the Navy Look

SHIRTS & TOPS Men on Jil Sander Online Store

store.jilsander.com/gb/jil-sander/men/shirts-tops

Jil Sander Men - **SHIRTS & TOPS** - **Jil Sander** Online Store -

Autumn-Winter Collection for men and women. Worldwide delivery.

Images for jil sander blue shirt

Report images



More images for jil sander blue shirt

Jil Sander Menswear | oki-ni

www.oki-ni.com/brands/jil-sander/

Shop at Oki-ni for men's designer **Jil Sander**. Free delivery on all orders over £150. ... White Cotton T-**Shirt**. £75.00. Men's **Blue** Stretch-Cotton T-**Shirt**. **Jil Sander** ...

Jil Sander T-Shirts - Polyvore

www.polyvore.com › Fashion › Clothing

Blue Jil Sander T-shirt with scoop neck, short sleeves and print throughout. ... White and **blue** cotton printed T-**shirt** from **Jil Sander** featuring a round neck, short ...

Jil Sander Women - shop online shoes, clutches, dresses ...

www.yoox.com/uk/women/shoponline/jil%20sander_md

+ colours Quick View. **JIL SANDER** NAVY Ankle boots £273.00 Sizes: 3 4 4.5 5 6 7 8 **JIL SANDER** NAVY **Shirt** £118.00 Sizes: 4 6 8 10 12 · **JIL SANDER** - ...

JIL SANDER - Womens - Selfridges | Shop Online

www.selfridges.com/GB/en/cat/jil-sander/womens/

Shop the **JIL SANDER** Womens range from our Womens department for a wide range of **JIL SANDER** Womens | Available to buy online from Selfridges.com.

Shop for jil sander blue shirt on Google Sponsored ⓘ



Jil Sander
Slim-Fit ...
£230.00
mrporter.cor



Jil Sander -
Men -
£159.00
Stylebop UR



Jil Sander
Blue
£80.00
oki-ni



Jil Sander
Men's Blue
£70.00
oki-ni



Jil Sander
classic shirt
£161.66
Farfetch.cor



Jil Sander -
Men -
£115.00
Stylebop UR



Jil Sander
Navy ...
£273.82
Farfetch.cor



Jil Sander
Blue Stripe
£270.00
oki-ni

AGS

Jil Sander Shirts up to 75% off

www.sale-fire.co.uk/Jil+Sander+Shirts

Jil Sander Shirts sale

Order today with free shipping!

Jil Sander Online Store

www.jil-sander.stylight.co.uk/

Want the new **Jil Sander** collection?

Free delivery & Free returns!

See your ad here »

Search has empowered consumers

Consume media from more sources, in more locations all the time

We are taking control of the brands and media we are exposed to
via search

Empowered consumers

48% of searchers require over 12 ad impressions across different brands before they consider purchasing...

Luxury items are still a consideration

Consumers inform themselves before purchasing

Shoppers are mainly using search for their discovery activity

Immediacy

Immediacy

Always on

Not restricted by store opening times

Multiple devices

Never disconnect from the internet

Multiple locations

Browse and buy in different locations

Smartphones allowed for another outlet for discovery via search

Successful brands are responding to the moments that consumers are in.

**Mobile
snacking**

vs.

**Mobile
ASAP**

Multiple locations

In Manhattan there is 10% more search volume in Soho vs Midtown but searchers in Midtown have a 62% better conversion rate.

Searchers are browsing at home, but buying at work in NYC.

The upper west side sees the highest search volume and conversion rates on mobile for any area in NYC.

**Users now expect a relevant
response to their searches**

location / device / time / query

Final thoughts

Scarcity is luxurious,
but visibility is expected

Expect you to be there

Search does not dilute a luxury brand with overexposure

Search demand is a manifestation of the demand generated elsewhere

250,000 searches occur for 'Chanel Bags' per month

Expect you to be there

A weak search presence
leads to a misrepresentation
of a luxury brand

Chanel Bag | Chanel Handbags | eBay

www.ebay.co.uk/bhp/chanel-bag ▼

Shop in style with a **Chanel Bag** from eBay. Choose from vintage styles, fabric or make up bags from the ultimate designer label Chanel.

Chanel Bags and Handbags | Chanel Purse | Pre Owned ...

www.portero.com/brand/chanel ▼

Chanel bags, handbags, and purses. Portero guarantees authenticity on all Chanel products. Check out our Chanel collection today!

Chanel Bags, Purses & Crossbody | Chanel Handbags on ...

www.tradesy.com › Shop › Bags › Chanel Bags ▼

Chanel bags on sale - guaranteed authentic. Get **Chanel bags** + more at up to 90% off at Tradesy, with free shipping and returns :)

CHANEL Women Handbags - Vestiaire Collective

www.vestiairecollective.com/women-bags/handbags/chanel/ ▼

Coco **Chanel** designed her timeless classic flap **bag** in order to be able to wear her handbag over her shoulder rather than have to hold it in her hand. Today it ...

Chanel Bags Prices | Bragmybag

www.bragmybag.com/chanel-bags-prices/ ▼

It's been a while since we have updated the **Chanel bag** prices, but it wasn't really necessary. We were blessed with such a wonderful community who took the ...

10 Reasons to Own a Chanel Flap Bag - PurseBlog

www.purseblog.com/chanel-bags/10-reasons-to-own-a-chanel-flap-bag/ ▼

24 Aug 2015 - We know you want a **Chanel Flap Bag**, and here's how to justify it.

Ads

Chanel Handbags

www.xupes.com/Chanel_Handbags ▼

Genuine, pre-loved luxury **handbags**.
0% finance available. Shop online!

Second Hand Chanel Bags

chanel.vestiairecollective.com/Bags ▼

3.8 ★★★★★ advertiser rating

Up to 70% Off, 100% Authentic.

Shop your dream purchase!

Chanel Bags - 70% Off

chanel-bags.stucco.co.uk/ ▼

Lowest Price On **Chanel Bags**

Free shipping, in stock. Buy now!

New, Rare Chanel Handbags

www.worldsbest.com/handbags ▼

Shop Hard-to-Find **Chanel Handbags**.

Most Colors & Sizes. Free Shipping

[See your ad here »](#)

Burberry take digital seriously

About 1,420,000 results (0.64 seconds)

Burberry S/S16 Show - burberry.com

Ad uk.burberry.com/ ▼

Shop the runway collection until 5 October and watch the full show

📍 29-31 Chatham Pl, London

Burberry at Harrods - Stylish Trench Coats by Burberry

Ad www.harrods.com/_Burberry ▼

Discover **Burberry** Online at Harrods

Womenswear · Menswear · Childrenswear · Accessories

Brands: Charlotte Tilbury, SK-II, Crème de la Mer, Sensai, Estée Lauder...

Harrods has 2,979 followers on Google+

Burberry London The Kensington Mid-Length Heritage Trench Coat in Black

Shop Trench Coats Online - ikrix.com

Ad www.ikrix.com/Burberry ▼

Discover the New Women's Colletion. Find your Style at Ikrix.com!

Luxury Brands · Free shipping within EU · 10% Off New Subscribers

Luxury Brands - 10% Off New Subscribers

Women's Trench Coats | Burberry

<https://uk.burberry.com/womens-trench-coats/> ▼

Shop **Burberry** women's **trench coats** and rain coats from the Prorsum, London and Brit collections, featuring weatherproof fabrics and heritage details.

Heritage Trench Coats - Short Heritage Trench Coat - The Sandringham - Long ...

Men's Trench Coats | Burberry

<https://uk.burberry.com/mens-trench-coats/> ▼

Shop men's **trench coats** from **Burberry** Prorsum, London and Brit collections featuring Heritage **trench coats** and seasonal styles in an iconic colour palette.

The Trench Coat | Burberry

<https://uk.burberry.com/the-trench-coat/> ▼

Discover **trench coats** from **Burberry** Prorsum, London and Brit. Shop iconic **trench coats** featuring weatherproof fabrics and heritage details.

Women's Heritage Trench Coat in Honey | Burberry

<https://uk.burberry.com/womens-heritage-trench-coat-collection/> ▼

Discover the women's heritage **trench coat** made in England and crafted from honey-coloured cotton gabardine.

Shop for burberry trench coats on Google

Sponsored ⓘ



Burberry
Taffeta Trench

£495.00

Burberry



Burberry
Hooded Trench

£695.00

Burberry



BURBERRY
Kensington ...

£647.00

Ikrix



Burberry
Double Cotton

£1,395.00

Burberry



Burberry
Double- ...

£1,295.00

Burberry



Burberry Cotton
Twill ...

£695.00

Burberry



Burberry Brit
belted short ...

£381.03

Farfetch.com



Burberry Cotton
Sateen

£1,395.00

Burberry

Ads

Shop Burberry

www.net-a-porter.com/Burberry ▼

4.7 ★★★★★ rating for net-a-porter.com

Shop the new season collection now.

Same day delivery & free returns.

New Burberry Trenches

www.mytheresa.com/Burberry ▼

4.8 ★★★★★ rating for mytheresa.com

2015 Fall/Winter Trenches

Don't Miss Out on **Burberry**!

Trench Coats at ASOS

www.asos.com/_Trench-Coats ▼

3.7 ★★★★★ rating for asos.com

Discover On Trend Trench Coats now.

Enjoy Free Delivery at ASOS!

Designer Coats

www.matchesfashion.com/Burberry-Coats ▼

Chic **Coats** from Famous Designer.

Discover now at MATCHESFASHION.COM!

Search occurs in
more locations
than just Google

YAHOO!
JAPAN

Bai du 百度

bing

Yandex

NAVER

Summary

Search has empowered consumers

Users expect relevant responses to their needs

Understanding intent equates to customer service on search

Search does not dilute a luxury brand with overexposure

A woman with long brown hair, wearing a black long-sleeved dress with ruffles at the hem, is walking from left to right. She is holding a black clutch bag in her right hand. The background is a blue ornate metal gate with intricate scrollwork. The text "Thank you" is overlaid in white, underlined, in the center of the image.

Thank you