

Visual Search

Enhanced customer experience through simplified product search

Enable customers to search for products with images rather than keywords. With visual search, users can take a photo or upload a reference to find identical or visually similar items within seconds.

Problems that might be solved with Visual Search solution:

✔ Product Discovery

The simplified search of items when customers may not know the correct keyword or specifications for.

✔ Customer Insights

Get deeper insights into customer behaviors and market trends to understand customer preferences better.

✔ Reduced Search Time

Customers find products quicker by searching with images, so there is less frustration and abandonment.

✔ Customer Support Load

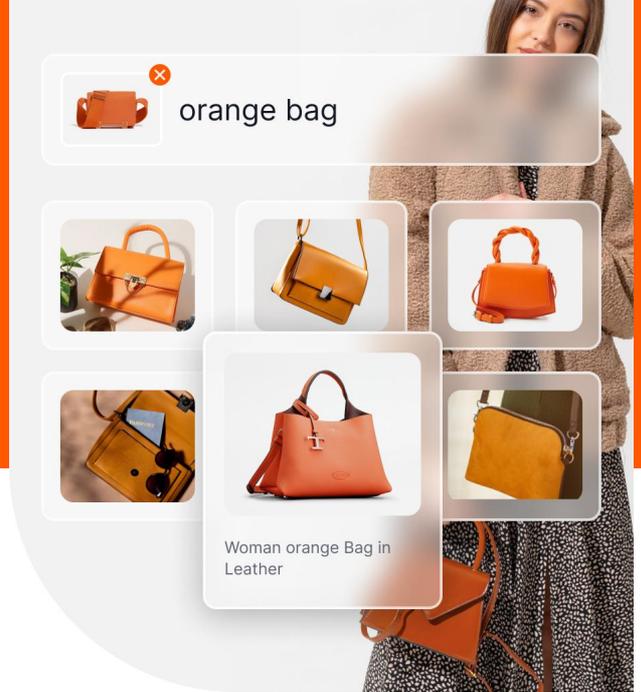
Reduce the load on customer support teams thanks to simplified product search.

✔ Competitive Advantage

Stand out from competitors, attract more customers, and enhance retention with visual search feature.

✔ Accessibility

Use visual search models to help people with disabilities like dyslexia search for products without typing texts.



Check the Visual Search demo by the Intelliarts ML team [here](#)

Benefits the Visual Search brings to the ecommerce businesses:

Improved User Experience

Faster, easier, and more accurate searches. Especially useful in niches where items are recognized by visual representations rather than specifications.

Personalization

Get insights about customers' preferences to provide them with smart recommendations and enhance their experience.

Increased Sales Conversion

Drive conversion rates by providing customers with a more intuitive way to find what they're looking for.