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Enhancing your customers' search experience with Gally

Key e-commerce components

Cart

Checkout

Search

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Hi, I am Stephan

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#PHP, #DigitalSales, #Gally

#phpugffm, #phpugmrn, #unKonf

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“69% of all shoppers go straight to the search bar”

- nosto

https://tinyurl.com/45jyesza

“Only 35% of consumers say most website’s search is excellent”

- Google Cloud

https://tinyurl.com/4dsbpj46

“80% of shoppers exit a brand’s site because of poor search”

- nosto

https://tinyurl.com/45jyesza

“43% would pay more if they could find what they’re looking for in just a few clicks”

- Salesforce

https://www.salesforce.com/blog/b2b-search/

“84% of brands plan to invest in improving their site search”

- nosto

https://tinyurl.com/45jyesza

Self-Hosted

SaaS

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Gally History

2013	R&D project at Smile
2016	Productization (Elasticsuite OpenSource)
2019	Elasticsuite Premium
2023	Gally 1.0 Release (targeting Non-Magento platforms)

gally

PAIRING PEOPLE AND PRODUCTS

elastic

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Key features

Fulltext Search

- Search on product properties
- Per field configuration
- Field weight
- Fuzzy search
- Exact or Fuzzy match
- Multiple languages
- Synonyms, Expansions (Premium)

Boosts

- Boosts & Boots preview (Premium)

Layered Navigation

- Filter on product properties
- Available sort orders for filters
- Relevant filters (coverage rate)
- Configuration per-category

Catalog Management

- Virtual categories: Create categories based on rules (Premium)

Ranking

- Manual product ranking in categories

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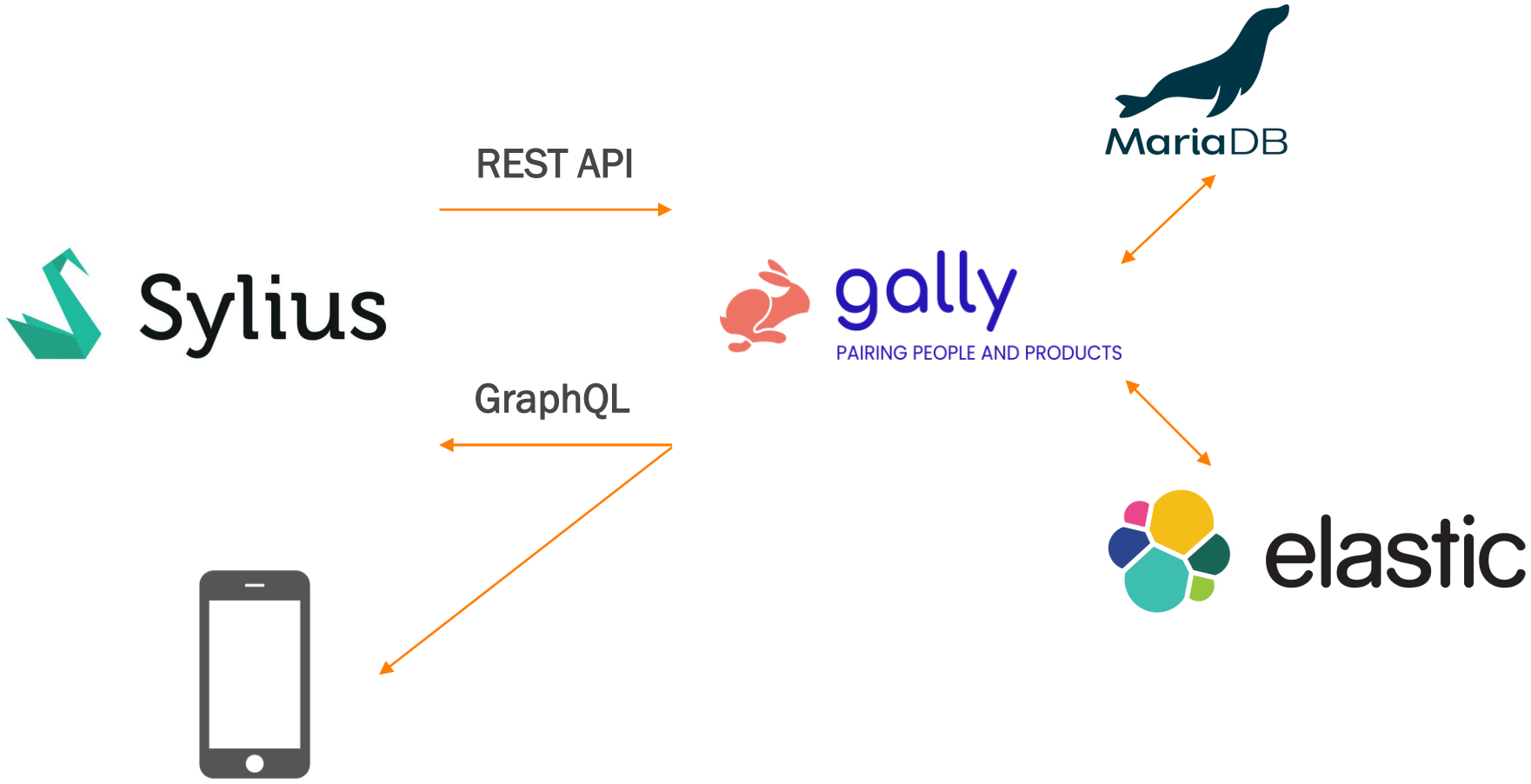
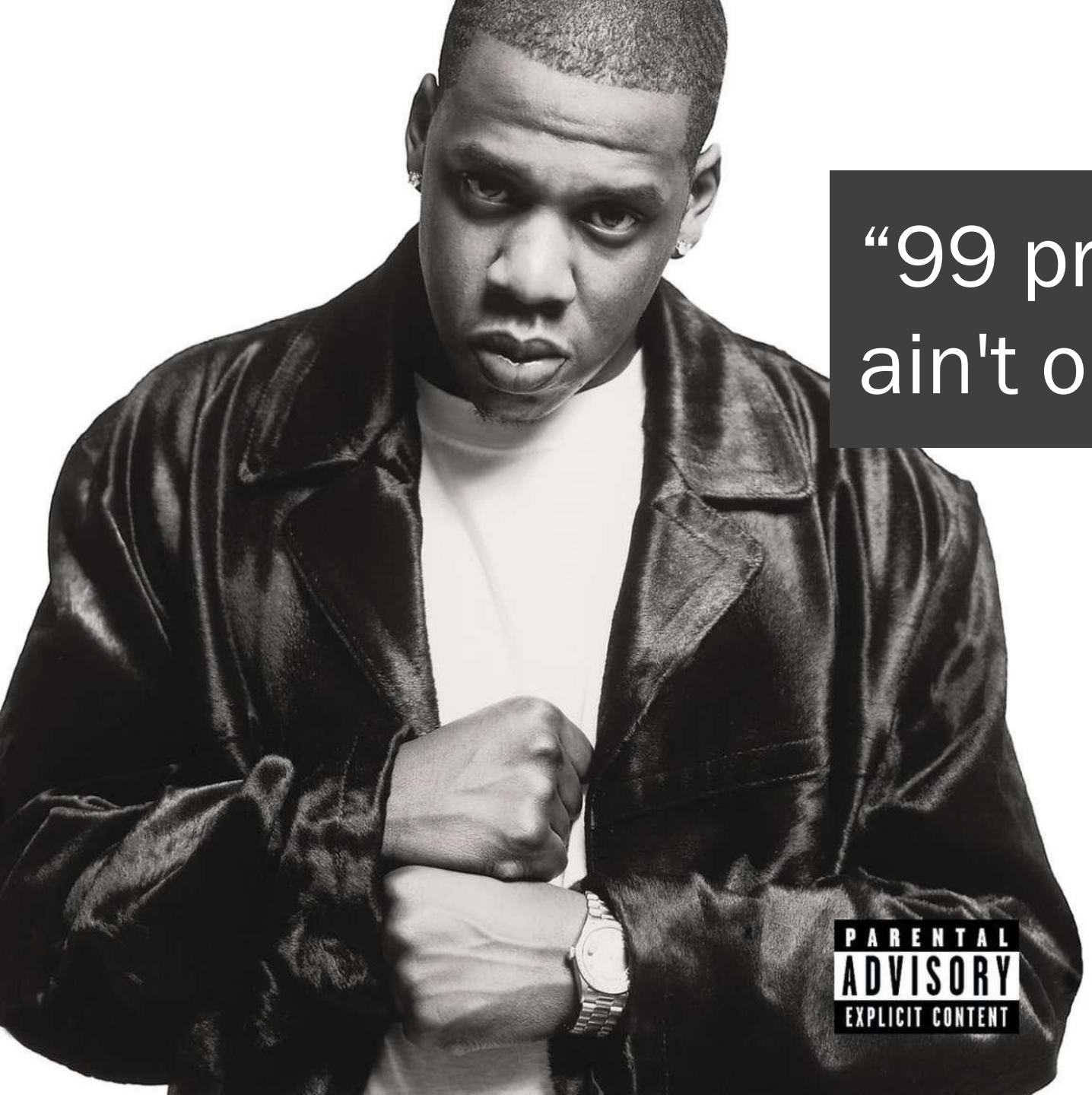
How does it work?





“99 problems but search ain't one” – Jay-Z

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4 steps to install Gally

1. Clone https://github.com/Elastic-Suite/gally
2. make up
3. make fixtures_load
4. make sf c=gally:user:create

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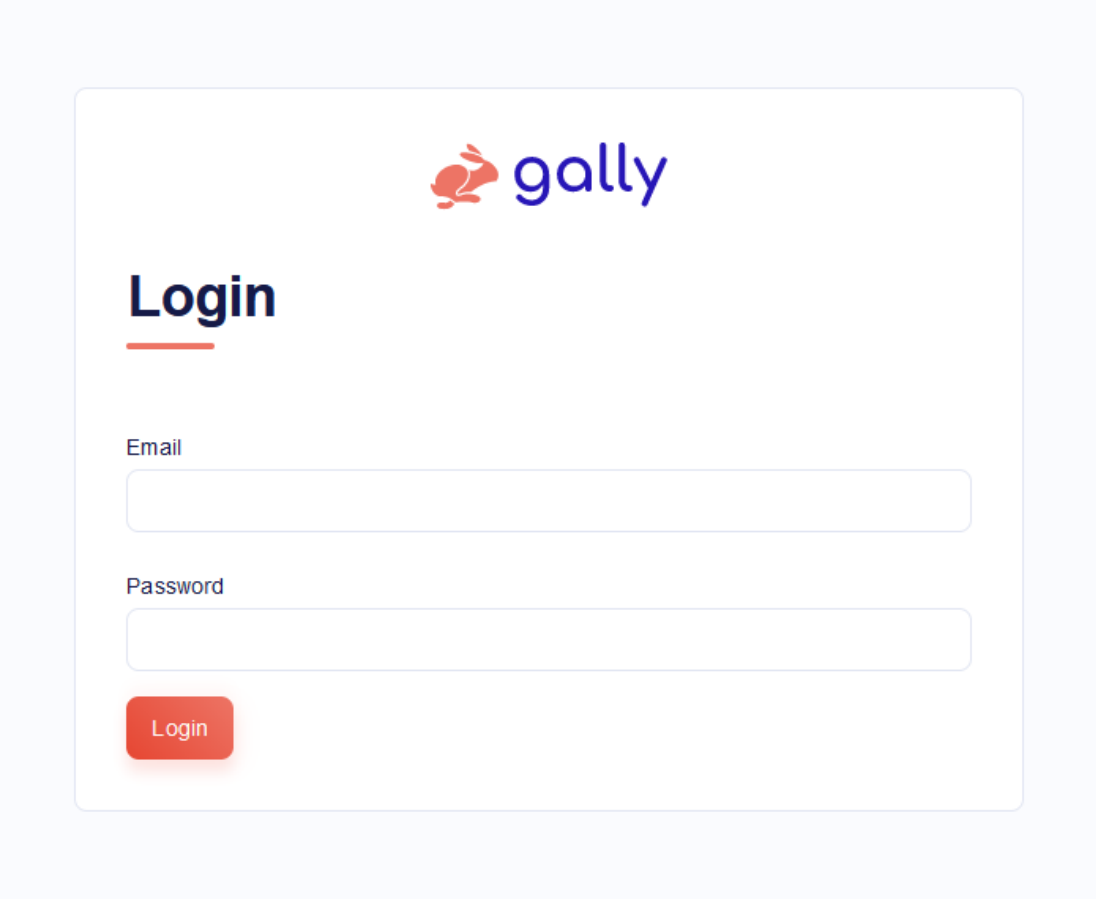
4 steps to install Gally



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5 steps to install Sylius connector

1. composer require gally/sylius-plugin
2. Add bundle in config/bundles.php & import admin routes
3. Implement Gally\SyliusPlugin\Model\GallyChannelInterface
4. Copy SyliusShopBundle templates & assets
5. Run database migrations

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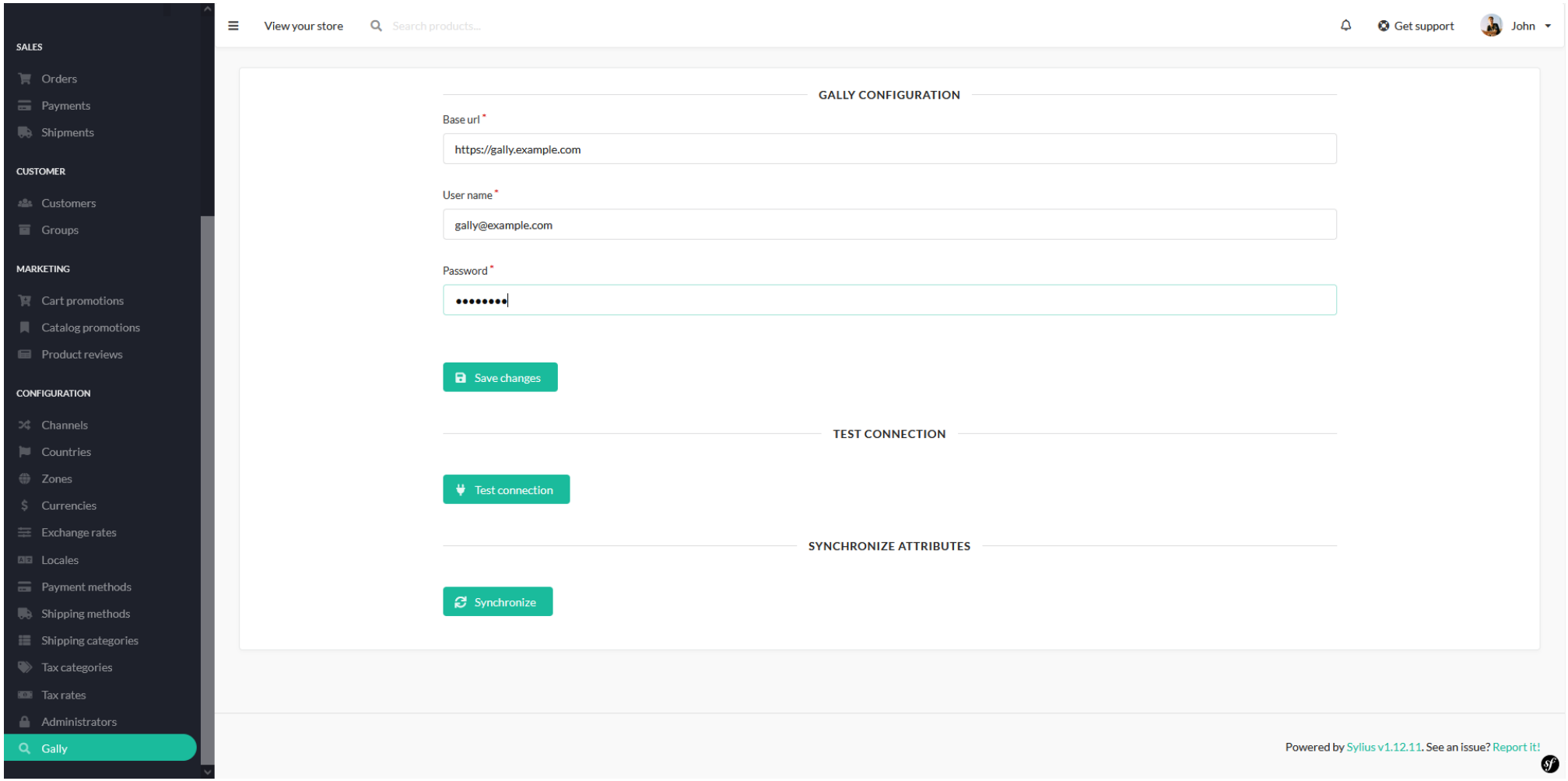
Configure Gally connector



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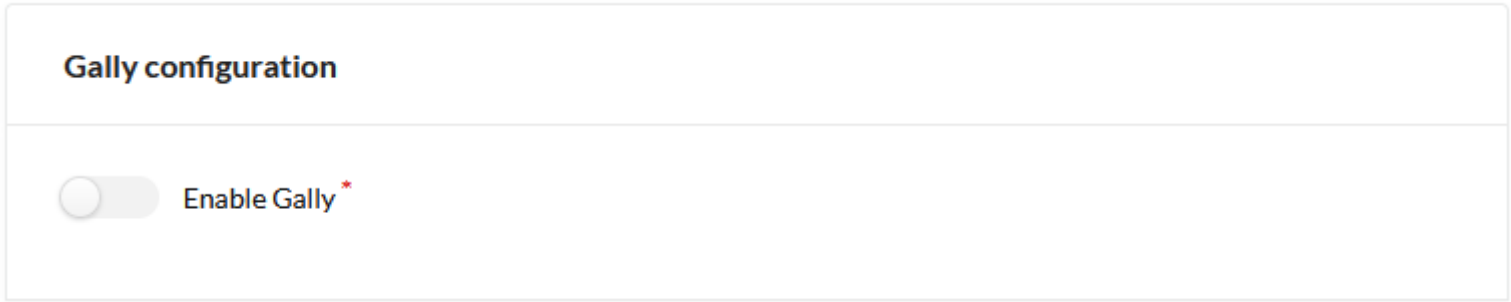
Enable Gally in Sales channel



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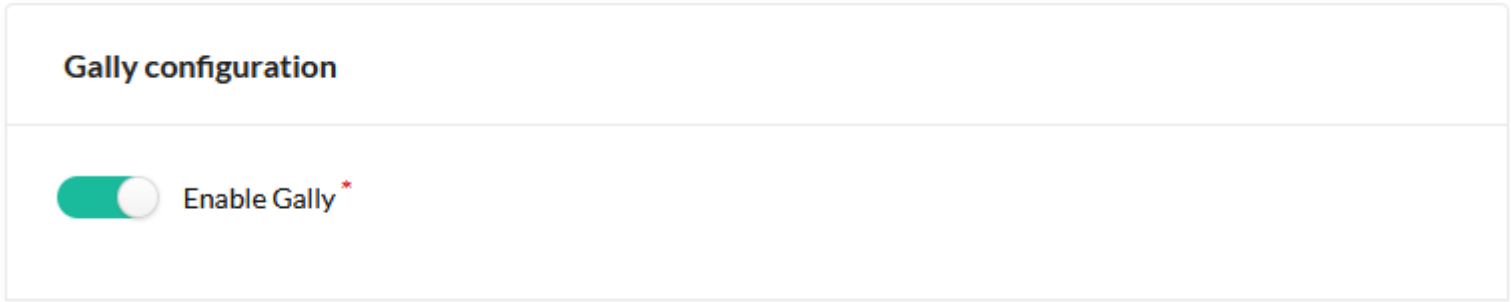
Enable Gally in Sales channel



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Initial data synchronization

1. bin/console gally:structure-sync
2. bin/console gally:index

Gally in action!

Value

Sort Show 9

Men

- Go level up

Filters

Price

Stock

All

Search Clear

Oversize white cotton T-Shirt

$47.43

Raglan grey & black Tee

$4.40

Sport basic white T-Shirt

$68.21

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LIVE DEMO

Let the search begin...

Extending Gally

1. Create new metadata entity (e.g. blog post, FAQ items) in Gally
2. Init source fields for the metadata entity
3. Index your content
4. Query via GraphQL!

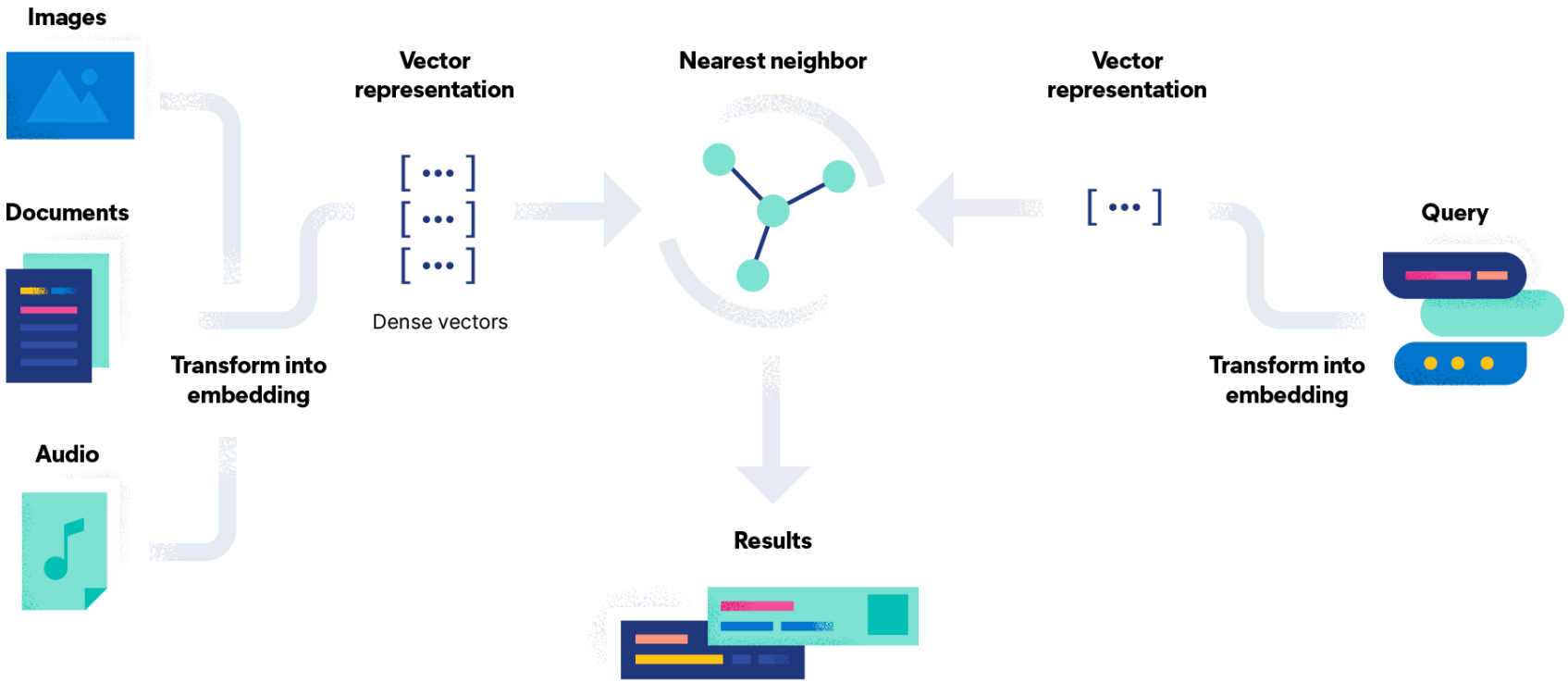
What about AI?

Vector search

“Vector search finds similar data using approximate nearest neighbor (ANN) algorithms. Compared to traditional keyword search, vector search yields **more relevant results** and **executes faster**.”

https://www.elastic.co/what-is/vector-search

Vector search



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Vector search use cases

1. Semantic search
2. Recommendations
3. Question answering
4. Search unstructured data (images, audio, sensor data...)
5. Re-rank search results

https://www.elastic.co/what-is/vector-search

Thank you! Questions?