



WE DRIVE INNOVATION & DIGITAL TRANSFORMATION

**Enhancing your customers'
search experience with Gally**

Key e-commerce components

Cart



Checkout



Search





Hi, I am Stephan

- Head of IT Business Operations,
bitExpert AG
- S.Hochdoerfer@bitExpert.de
- @shochdoerfer@phpc.social

#PHP, #DigitalSales, #Gally

#phpugffm, #phpugmrn, #unKonf

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

Search...



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


- Google Cloud





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

- nosto

A close-up photograph of a person's hand holding a blue Mastercard Debit card. The card is held between the thumb and index finger, with the rest of the hand visible in the background. The card features the Mastercard logo (two overlapping red and yellow circles) and the word "Debit" in white. The background is a blurred blue fabric.

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

- Salesforce



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

- nosto

Self-Hosted



SaaS





Gally History

2013

R&D project at Smile

2016

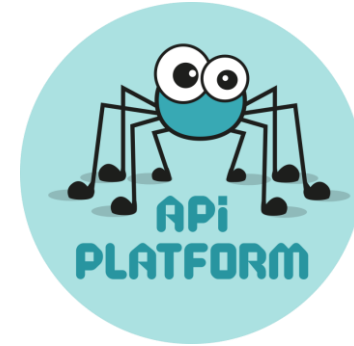
Productization (Elasticsuite OpenSource)

2019

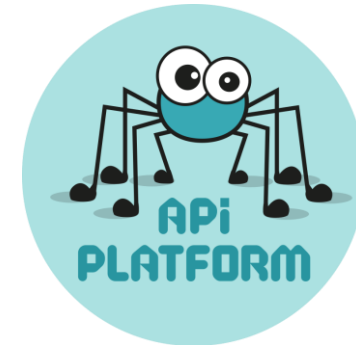
Elasticsuite Premium

2023

Gally 1.0 Release (targeting Non-Magento platforms)



elastic



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

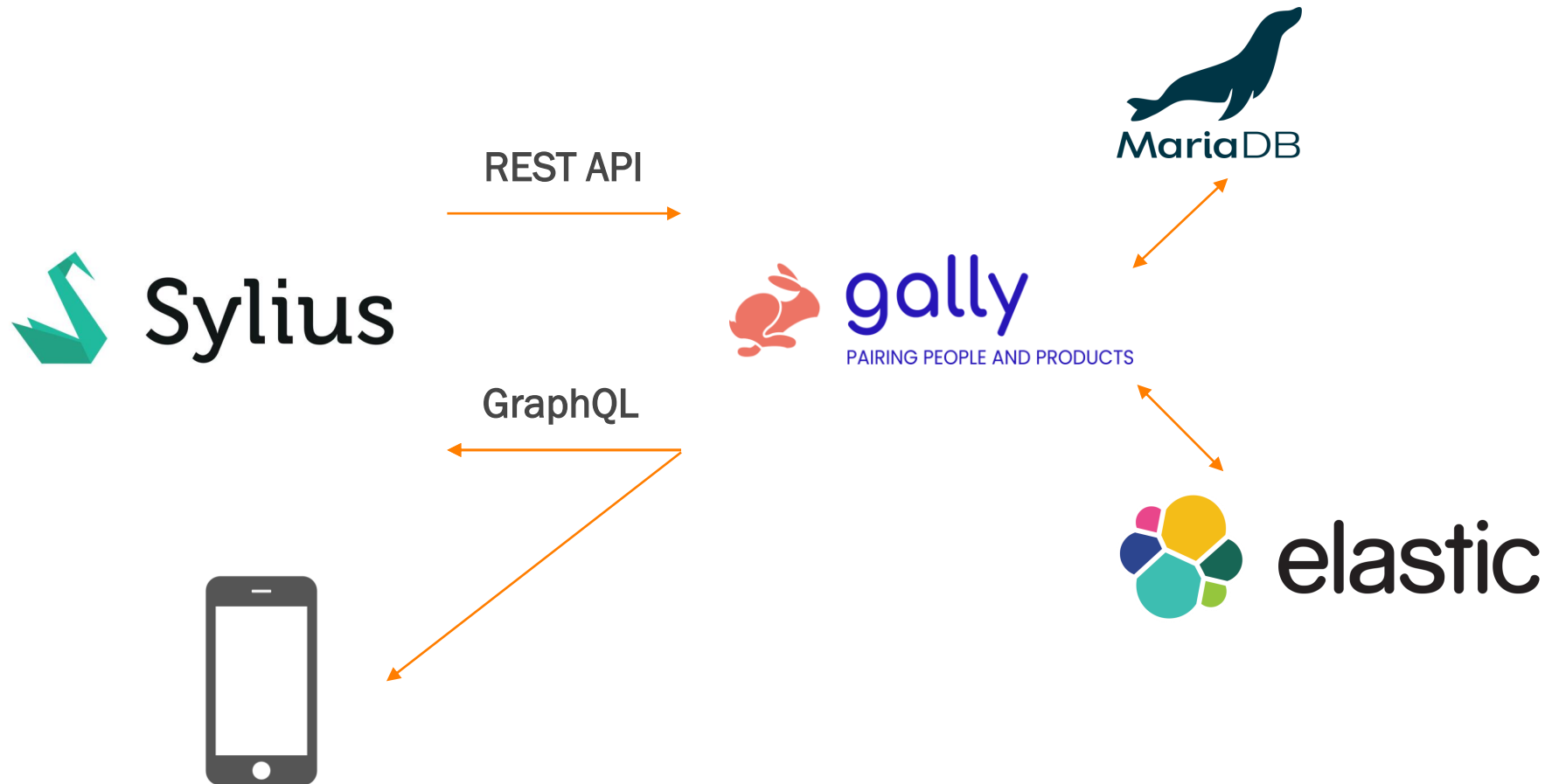
Catalog Management

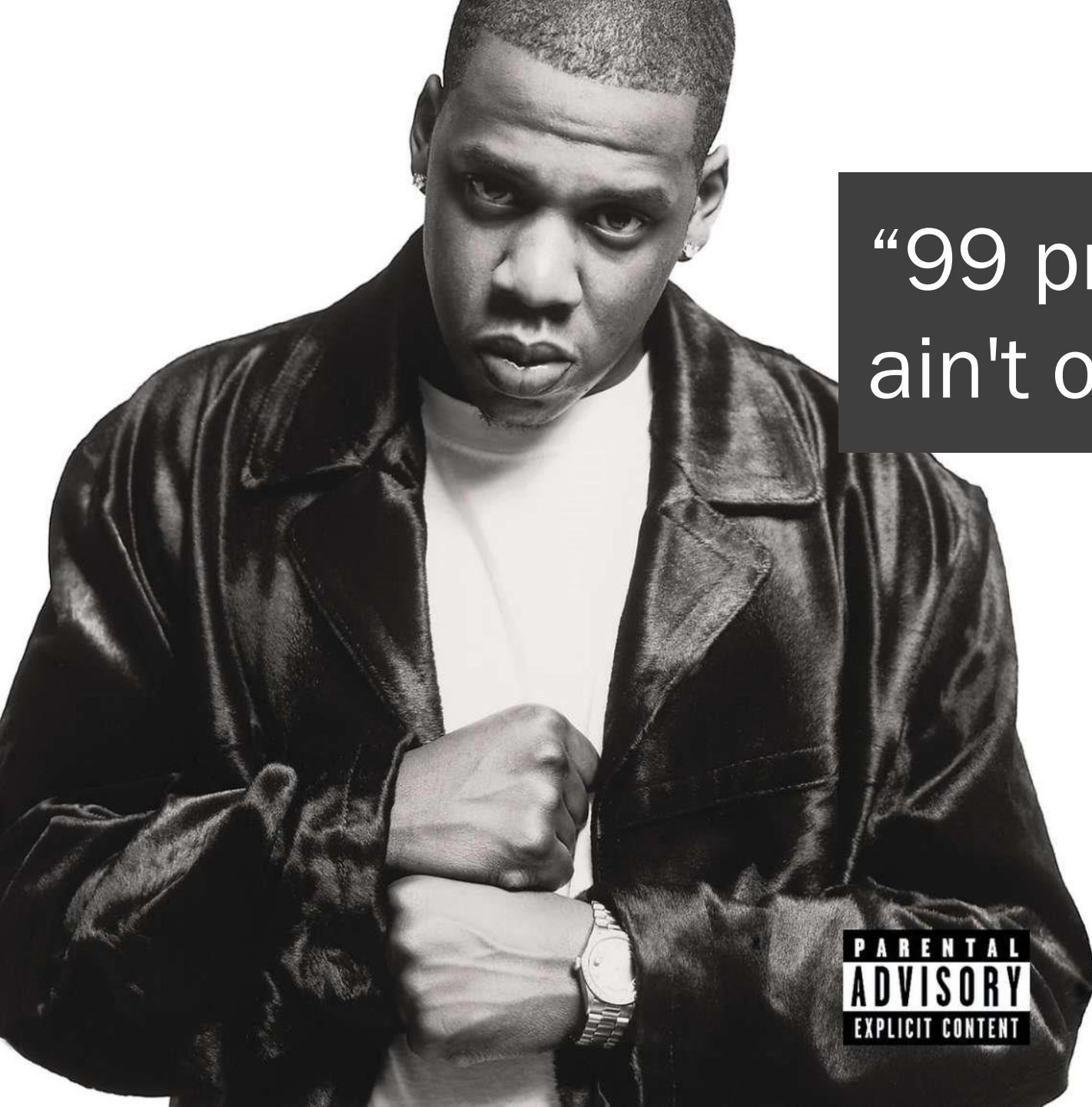
- Virtual categories: Create categories based on rules (Premium)

Ranking

- Manual product ranking in categories

How does it work?





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

PARENTAL
ADVISORY
EXPLICIT CONTENT

4 steps to install Gally

1

Clone <https://github.com/Elastic-Suite/gally>

2

make up

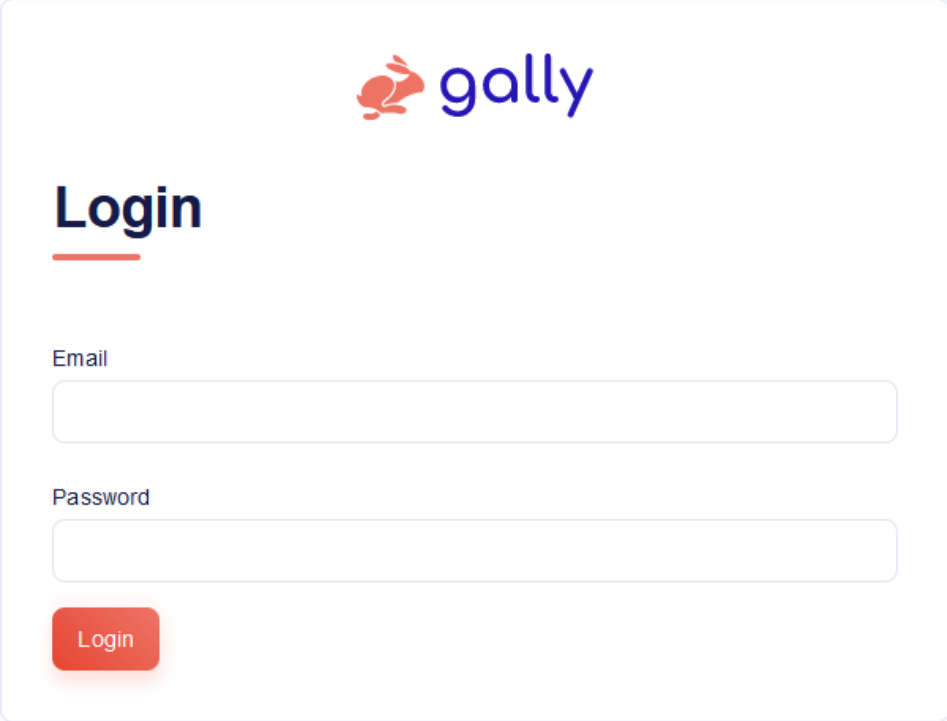
3

make fixtures_load

4

make sf c=gally:user:create

4 steps to install Gally



The image shows a login form for 'gally'. At the top center is the 'gally' logo, which consists of a red rabbit icon and the word 'gally' in blue. Below the logo, the word 'Login' is displayed in bold black text with a red underline. Underneath 'Login' are two input fields: the first is labeled 'Email' and the second is labeled 'Password'. Both fields are empty and have a light blue border. At the bottom left of the form is a red button with the word 'Login' in white text.

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

Configure Gally connector

SALES

Orders

Payments

Shipments

CUSTOMER

Customers

Groups

MARKETING

Cart promotions

Catalog promotions

Product reviews

CONFIGURATION

Channels

Countries

Zones

Currencies

Exchange rates

Locales

Payment methods

Shipping methods

Shipping categories

Tax categories

Tax rates

Administrators

Gally

View your store

Search products...

Get support

John

GALLY CONFIGURATION

Base url *

https://gally.example.com

User name *

gally@example.com

Password *

.....

Save changes

TEST CONNECTION

Test connection

SYNCHRONIZE ATTRIBUTES

Synchronize

Powered by Sylius v1.12.11. See an issue? Report it!

Enable Gally in Sales channel

Gally configuration	
<input type="checkbox"/>	Enable Gally *

Enable Gally in Sales channel

Gally configuration	
<input checked="" type="checkbox"/>	Enable Gally*

Initial data synchronization

1 bin/console gally:structure-sync

2 bin/console gally:index

Gally in action!

🔍✕

Men

• Go level up

↑

Filters

Price

Stock


All

🔍 Search


✕ Clear

Sort ▾


Show 9 ▾




Oversize white cotton T-Shirt
\$47.43



Raglan grey & black Tee
\$4.40



Sport basic white T-Shirt
\$68.21


WE DRIVE INNOVATION & DIGITAL TRANSFORMATION

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!

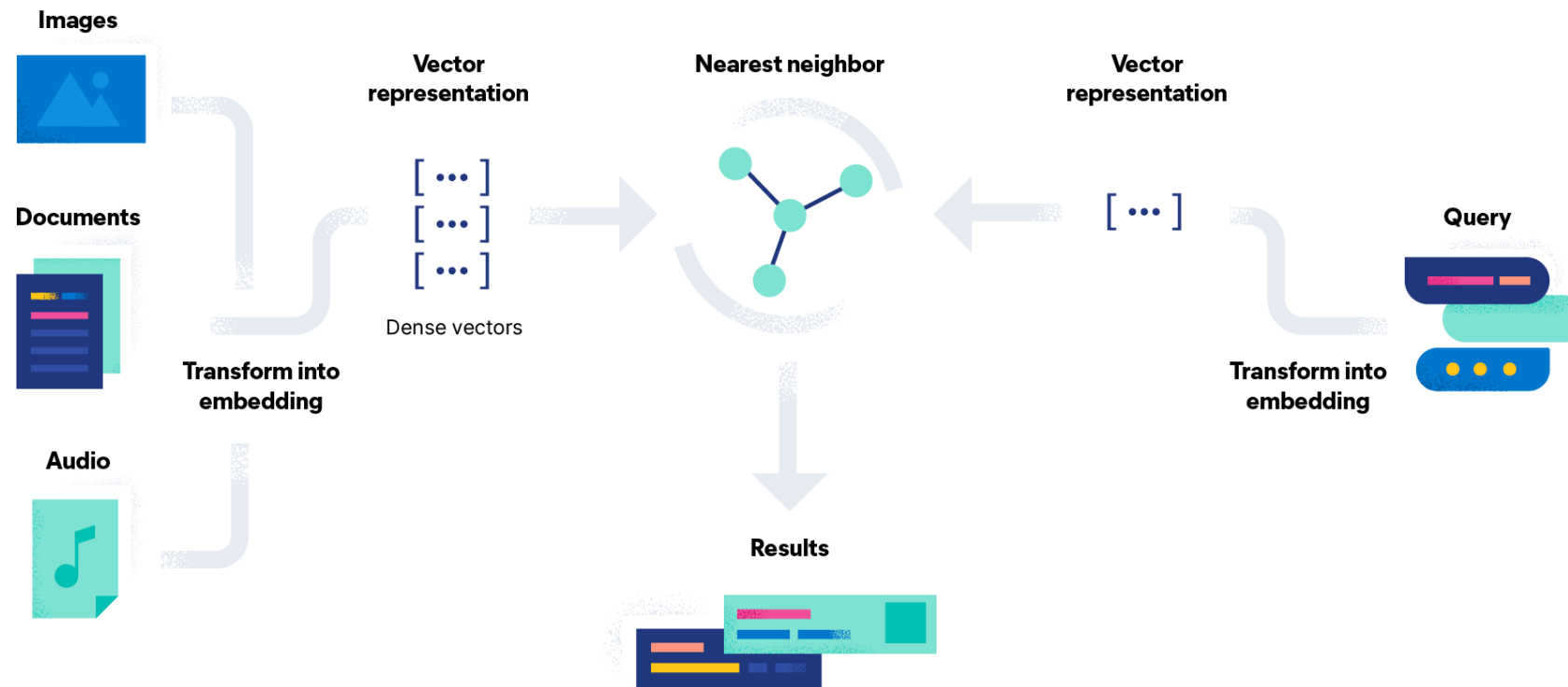


What about AI?

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.**”

Vector search



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



Thank you! Questions?