



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

Key e-commerce components

Checkout



Cart



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...



A close-up photograph of a person's hand and forearm, giving a thumbs-down gesture. The hand is positioned on the right side of the frame, with the thumb pointing downwards. The skin tone is a warm, medium-brown color. The background is a plain, light gray.


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

- Google Cloud



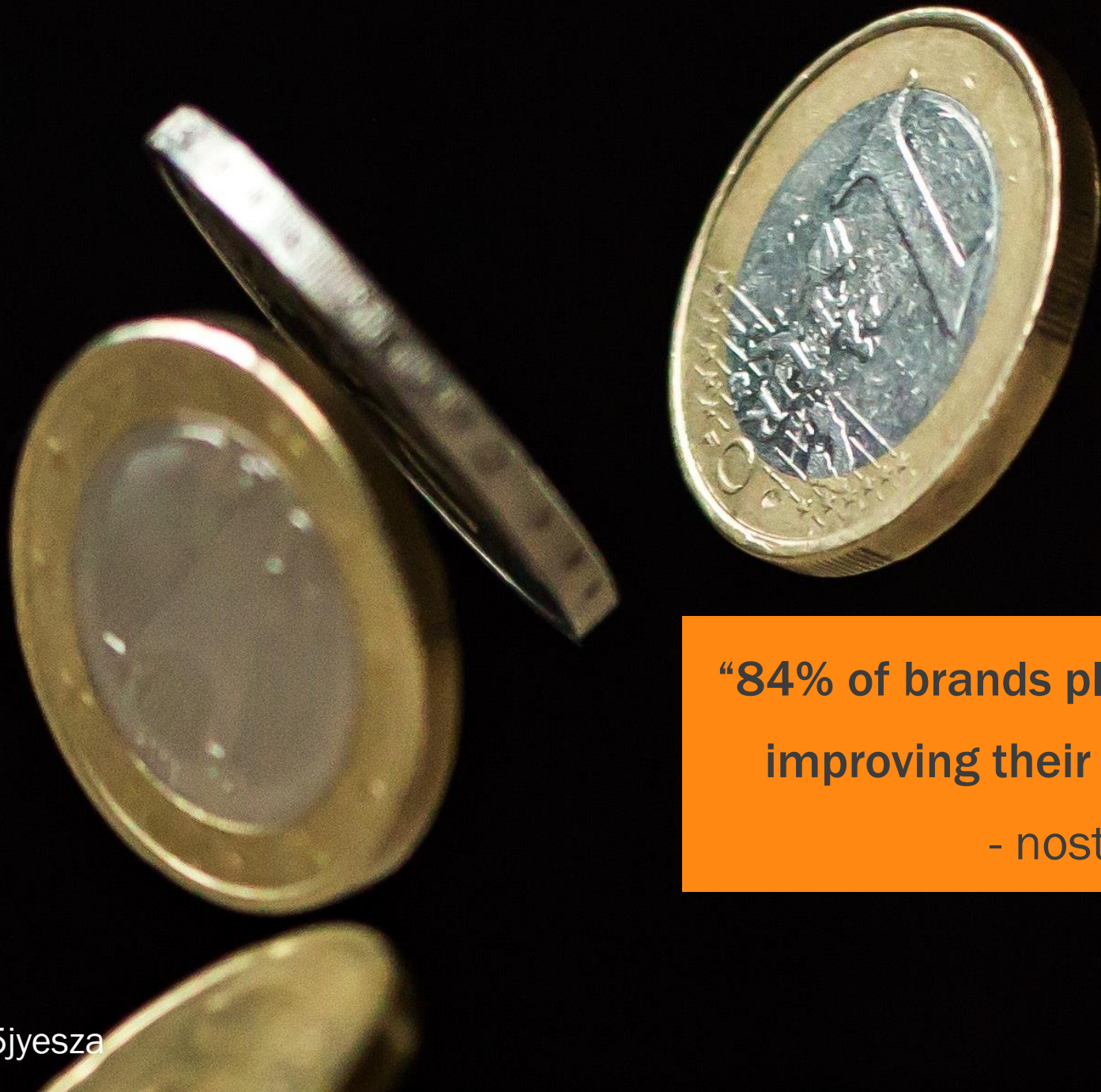
“80% of shoppers exit a brand’s site because of poor search”

- nosto

A close-up photograph of a hand holding a blue Mastercard Debit card. The card features the Mastercard logo (two overlapping circles, one red and one yellow) and the word "Debit" in white. The background is a blurred blue surface.

“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

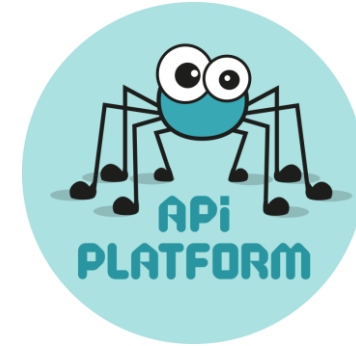
2023

Gally 1.0 Release (targeting Non-Magento platforms)

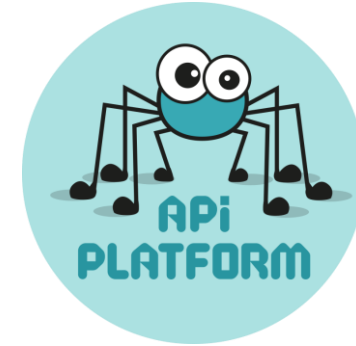


gally

PAIRING PEOPLE AND PRODUCTS



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

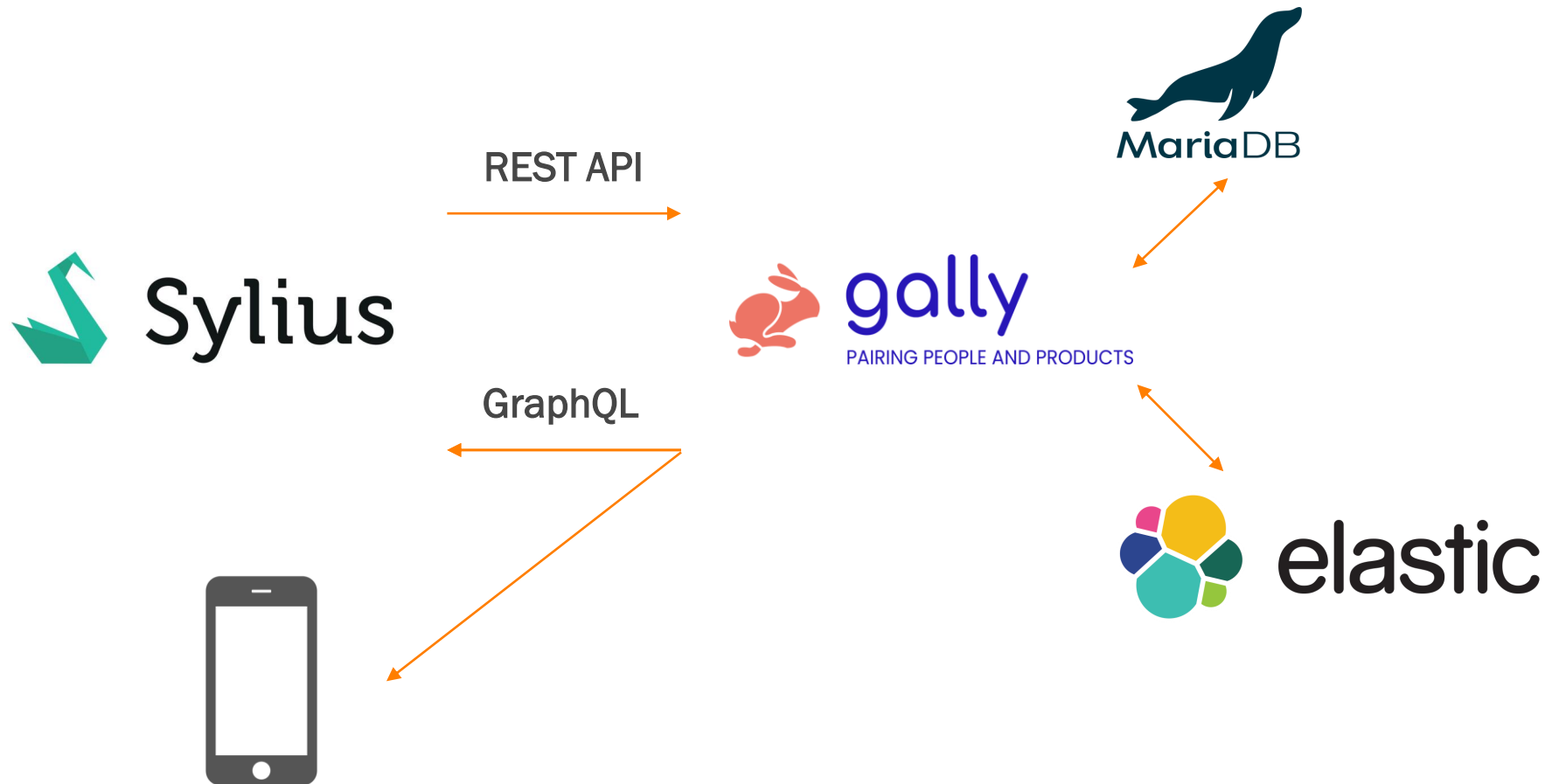
Catalog Management

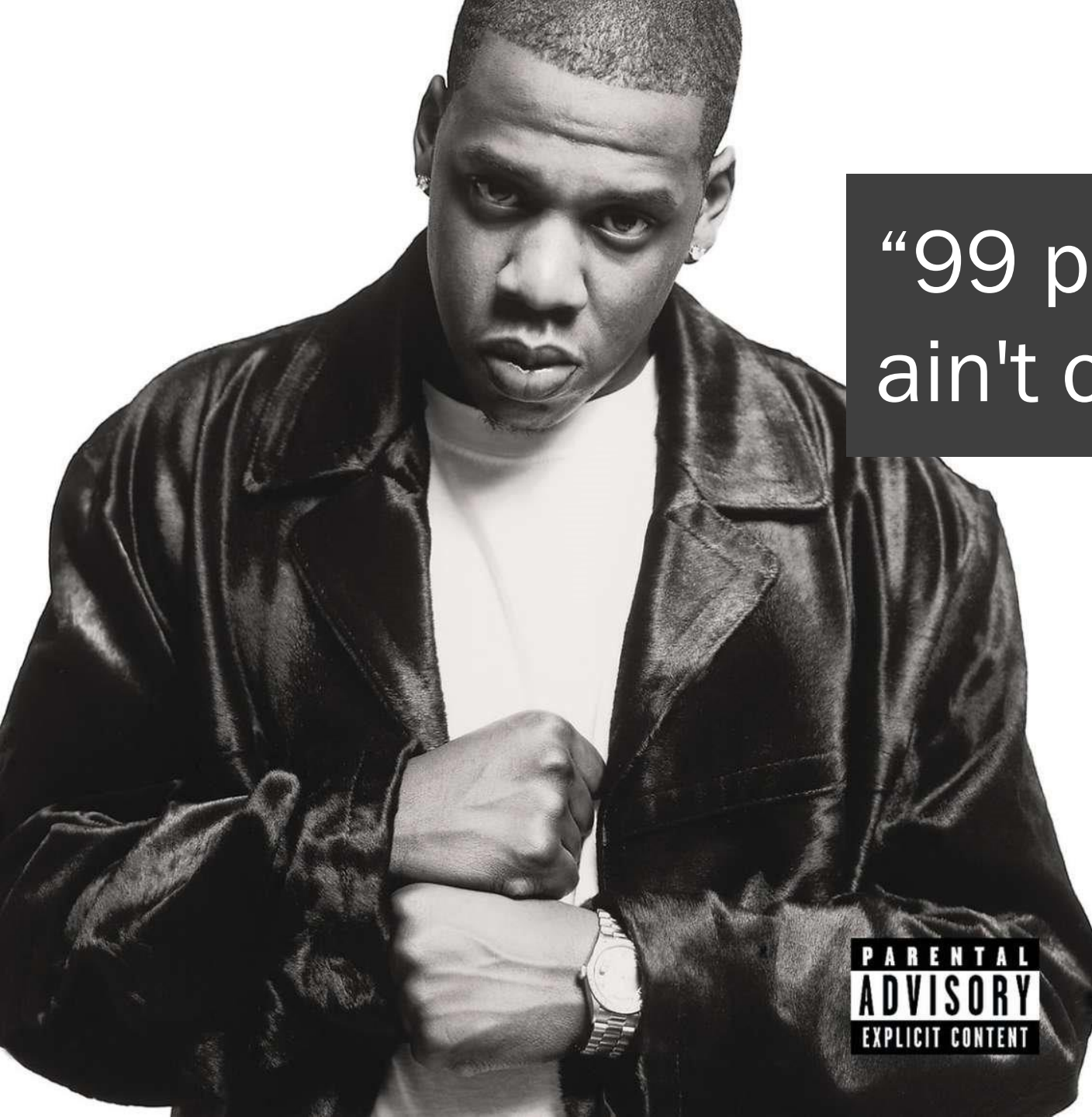
- Virtual categories: Create categories based on rules (Premium)

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



Login

Email

Password

Login

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

5

`bin/console doctrine:migrations:migrate`

Configure Gally connector

The screenshot shows a management dashboard with a dark sidebar on the left and a main content area. The sidebar contains a search bar and a list of menu items categorized into SALES, CUSTOMER, MARKETING, and CONFIGURATION. The 'Gally' item is highlighted in a teal bar at the bottom of the sidebar. The main content area has a top navigation bar with 'View your store', a search bar, and user information. The central panel is titled 'GALLY CONFIGURATION' and contains three sections: 'GALLY CONFIGURATION' with input fields for 'Base url' (https://gally.example.com), 'User name' (gally@example.com), and 'Password' (masked with dots); 'TEST CONNECTION' with a 'Test connection' button; and 'SYNCHRONIZE ATTRIBUTES' with a 'Synchronize' button. A teal 'Save changes' button is located below the configuration fields. At the bottom right, there is a footer with the text 'Powered by Sylius v1.12.11. See an issue? Report it!' and a small logo.

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

Enable Gally *

Enable Gally in Sales channel

Gally configuration

Enable Gally *

Initial data synchronization

1

bin/console gally:structure-sync

2

bin/console gally:index

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

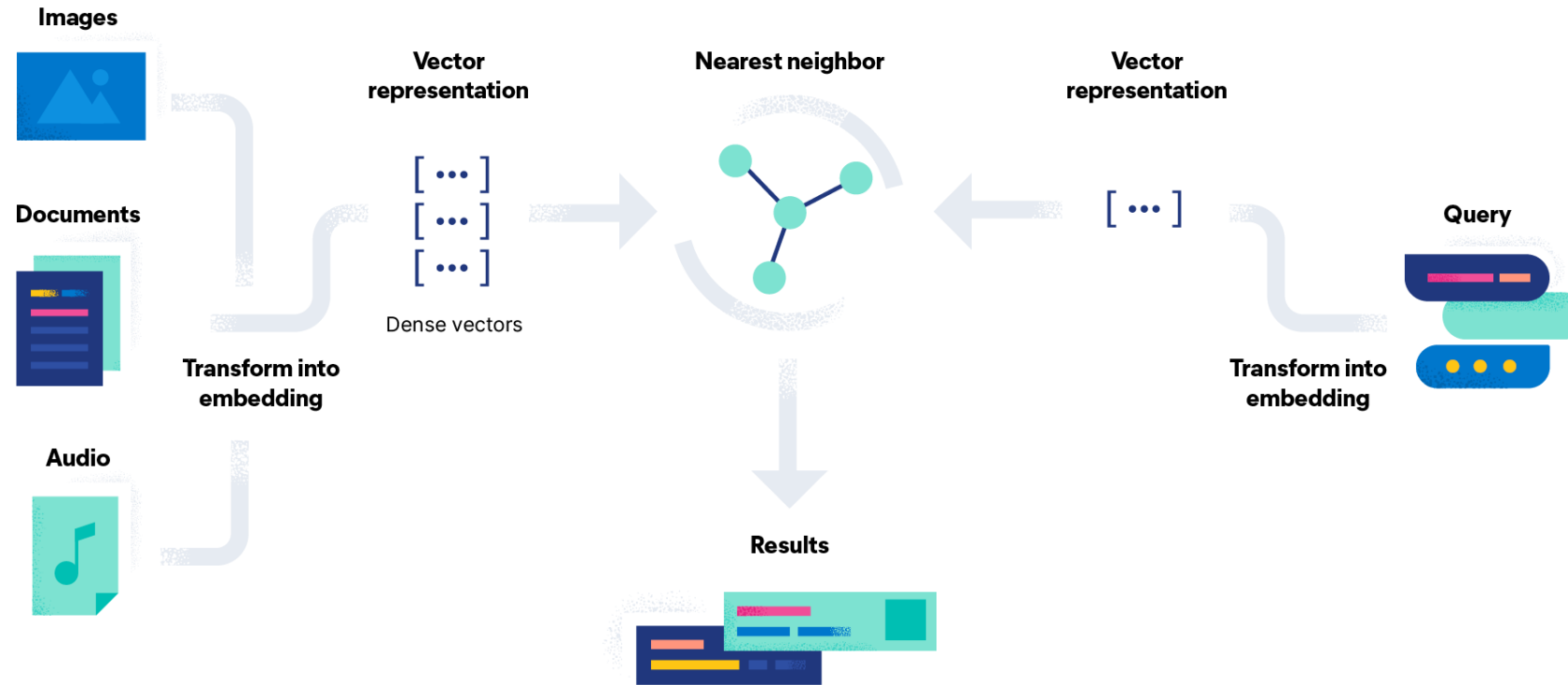
Query via GraphQL!

LIVE DEMO



What about AI?

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

LIVE DEMO



Thank you! Questions?