

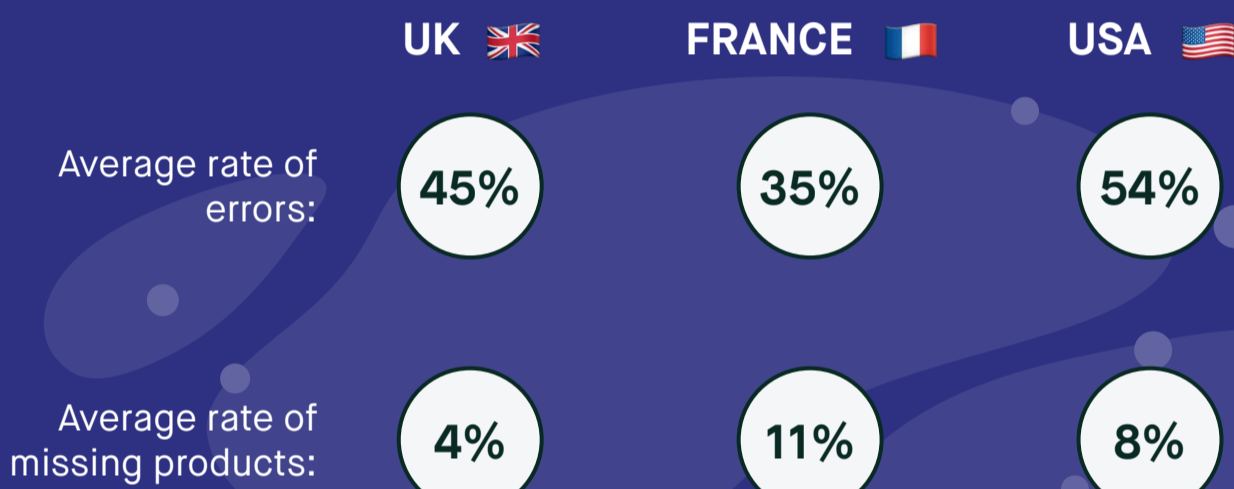
# Accuracy & coverage in product discovery



When it comes to accuracy and coverage in product discovery, it's important for you, and your customers, that your search results are right on the money - very time.

## Putting online accuracy & coverage to the test

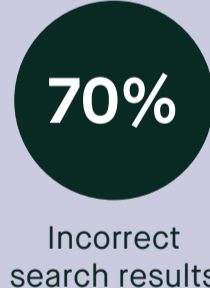
We audited some of the biggest supermarkets in Europe & the USA - here's what we found:



### Search term with the most INCORRECT PRODUCTS displayed:



Products displayed after searching for 'Nut Free': 609



### Search term with largest amount of MISSING PRODUCTS:



Products displayed after searching for 'Vegan Sausages': 17



Accuracy issues on specific dietary searches affect retailers on a global scale limiting trust from customers, while coverage issues limit the potential conversion rate through lack of choice.

Retailers and their customers lose out when shoppers simply can't find what they're looking for. With a proven 99% accuracy rate, we deliver the best results, every time.

Contact us to find out more.

