algolia

Refining your search starts with the customer

To understand how businesses prioritize optimizing their search, **we surveyed 101 of our existing customers across industries.**

We further segmented their responses along role and use case to identify the leading trends.

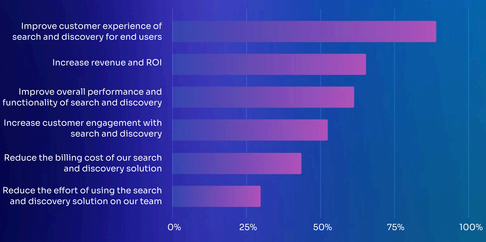
Key trends

The **customer experience** is the top driver of search improvements.

No **single KPI tracks** success for all industries.

Automation of **background search tasks** adds team bandwidth.

Most important goals driving changes to search



Top evaluation methods to track progress of optimization goals

Healthcare

Engagement KPIs

Media/Professional Services

Revenue KPIs

SaaS

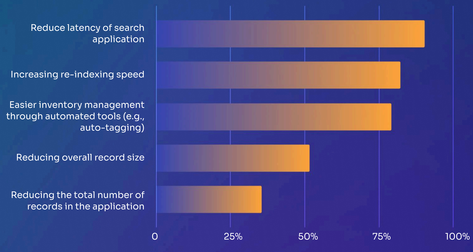
Customer feedback

Ecommerce

Engagement KPIs

Revenue KPIs

Goals driving search performance improvements



Search is where the customer journey begins on a site or app. Getting it right requires continual refinement to maximize performance and adapt to the latest technologies.

Discover how companies build better search experiences

Read the report →