



# Adobe Search&Promote Replaces Google Search Appliance



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## Moving on from GSA and 'Site Search' is inevitable!

Google has announced that their 'Google Search Appliance' and 'Site Search' will officially be discontinued beginning 2017. *The leader in search, now offers no solution for site search that does not involve running their ads.* If you are using GSA or Site Search for your website, your site visitors and customers are about to get a rude User Experience awakening. They will no longer be able to search and filter your website content with the ease of navigation that these Site Search solutions have standardized over the years.

Do not let your business get behind the 8-ball and be caught unprepared when the decommissioning of *GSA* and *Site Search* finally occur at the end of this year. Get ahead of the curve with a professional solution from Adobe that offers more power marketing and conversion power than these Google predecessors. In fact, this is a timely opportunity—2016 ushered in next-generation marketing requirements from your competition—if you haven't fallen behind, you will soon.

## Why is on-site search important?

When clients arrive to your site they generally do not use navigation, they go directly to the search box to find the information or product they want to see or purchase. Currently, hundreds of thousands of businesses rely on Google Search Appliance (GSA) for their on-site search function and indexing. If you are one of them, you may have heard that GSA is decommissioning at the end of this year.

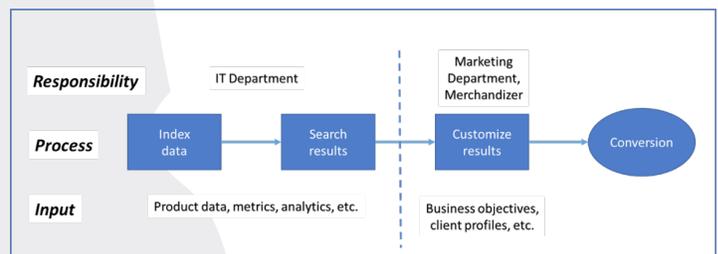
## What does this mean for your business?

1. Unless you find a good replacement, your site will be difficult to properly navigate, leaving your customers frustrated and your bounce rate climbing.
2. Existing technology will have to be replaced. If not done properly it can cause major problems with migration of data, indexing and a host of other issues.
3. Bottom line: if you do not get the right solution to replace GSA implemented, by the right team, your sales and business will be adversely affected.

## Assessing Potential Solutions Adobe Search&Promote or Open Source?

You may have also heard about Open Source solutions like *Solr* and *Elasticsearch*, as replacements for GSA. These solutions are good solutions, capable of indexing large amounts of data and deliver appropriate results. *However, keep in mind that every solution for your business platform involves 2 sides: Technical and Business.*

- **Technical side:** You mainly work with your IT department to install the solution, decide what data to index, process the data to create the index, retrieve the correct results and then display them in a specific



Search responsibilities, process and input per process

order on your website. Data comes in, results come out. That is, if you have an IT department with the skills to install/configure or custom develop and maintain a search engine.

- **Business part:** This is what the business side of your company needs from a search solution with the goal to present the client the results/products that will help to increase conversion and increase revenue. For example, you want to specify the order in which the results are displayed, give preference to a single result or to a group of results (e.g. products on sale or with high inventory), and eliminate results for a specific keyword, etc. Commonly, the solution of this part involves a series of steps that involve a close participation with your IT department, which implies approvals, testing and the process to 'push live', according to your IT department's schedule.

Adobe Search&Promote helps you streamline both sides of the



implementation replacement for GSA. Search&Promote will entirely manage the technical side of your implementation. Additionally, this Adobe site search solution offers a market leading tool called the Visual Rule Builder, which puts the power of a Data Intelligence Driven Search Engine in the hands of your Marketing Department—with minimum upkeep from IT. This Visual Rule Builder is a WYSIWYG editor that provides your Marketing Department with the ability to control algorithmic rankings and business rules, for providing your visitors with the 'next best actions' to take in their customer journey. Using search results, navigation landing pages, or dynamic campaign landing pages, your marketers can *searchandize* your customer experience—all through a WYSIWYG editor—for real-time results.

Other solutions, such as Solr or Elasticsearch do not have a native tool like Search&Promote's Visual Rule Builder. You then will need to configure 3rd party tools or external plugins to generate a text file, which must always be administered by your IT department. These open source solutions do not have the same power or fine-granularity configuration in website search results as Search&Promote's Visual Rule Builder† (be aware of the 'fake-SaaS' solutions touting 'cloud-based' that are really ancient ASP models of hosting a server in a different physical geo-location). The ongoing burden of increased IT involvement and man-hours is inevitable with other solutions.

Define specific terms and criteria to trigger the business rule

Design specific action while business rule is triggered

Review and QA the action results from the simulator visually

Reprioritize the search result order based on business strategy

Change the banner to personalize site search experience

Search&Promote Visual Rule Builder features

†Forrester has indicated that S&P is the only Enterprise-class SaaS/Cloud solution available.

Adobe Search&Promote, on the other hand, also allows seamless integration with the rest of the Adobe Marketing Cloud solutions for Omni-Channel enterprise effective solutions:

- Search&Promote provides a visual tool that gives the merchandiser the power to fully customize the results without needing to have any technical background.
- Suppose you want product ABC to be always the first result when the client searches for it. Simply run the search in the Visual Rule

data is immediately and automatically updated to your site upon indexing.

Search&Promote Visual Rule Builder can fix the position of a product on your results

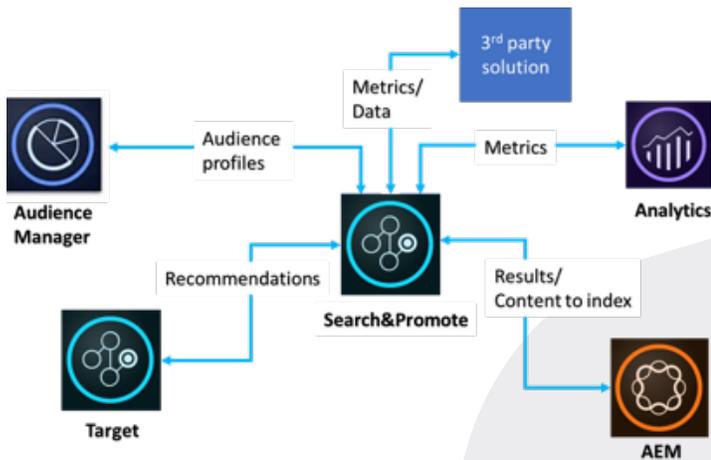
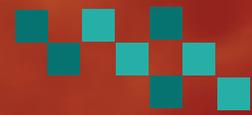
- Adobe Target:** This powerful, unique integration with Adobe's Search&Promote allows you to run A/B testing in search results, or different ranking algorithms according to the profile of each visitor, or get automated personalized recommendations to visitor segment of other products or content to increase conversion or time spent on your site. This unique personalization capability in the hands of Marketing teams can swiftly and in real-time respond to the needs of your customers.

- Adobe Experience Manager (AEM):** A dynamic page of search results is generated and published to the end-user in real time, using Adobe AEM and Search&Promote—with simple drag&drop components. Search&Promote easily integrates with AEM via Cloud Services interface

builder, click product ABC and make it #1. Save, 'push the change live', and after 3 seconds the Rule is Live. Done! Move on to your next business requirement!

Additionally, with the Muse Platforms implementation, our proprietary *Searchandizer* will index AEM pages and assets by crawling the site.

(If you do not have other Adobe Marketing Cloud solutions, you need



*Adobe Search&Promote integration with other Adobe Marketing Cloud products and 3rd party solutions*

not worry. Yes, Search&Promote will integrate data from a feed generated by your 'other' Analytics tool, or services like Bazaar Voice, etc. During the creation of the index, Search&Promote integrates the data to be used in ranking rules, to drive the positioning of the results.)

## Conclusion

Search&Promote is a not only a superior option to replace GSA, but it far exceeds its predecessor with any or all of Adobe Marketing Cloud suite integrations—your site search will become a powerful, real-time marketing, personalization data ecosystem. Moreover, Search&Promote offers marketers control over relevancy/ranking rules to handle all types of searches, which can be configured as set-and-forget without the need for constant attention or IT involvement.

You may be asking, "Who can help me to implement Search&Promote?" The answer is Adobe preferred partner for Search&Promote Muse Platforms, Inc. Muse Platforms was founded and is led by CEO

Colleen Nagle, a former Adobe Senior Consultant who is one of the foremost experts in the world with Search&Promote. In addition to Colleen, Vladimir Sanchez, VP of Technology for Muse, has 10 years of experience with Search&Promote, since the inception of the product, then called Adobe SiteSearch by Omniture.

With a team of digital marketing engineers and content creation experts behind them, Colleen, Vladimir, and the Muse team provides smooth implementation and migration from GSA to Search&Promote, as well as customizable add-ons tailored to the nuances and sensibilities of your business and bottom line.

## Beyond implementation of S&P

Many customized solutions unique to Muse Platforms, as well as agnostic products and services are offered by Muse that are ideal complements to Search&Promote. Best of all, these are all delivered with white-glove, guaranteed full-service professionalism. Data Intelligence Driven Search is a core component that integrates natively into your overall Marketing Optimization and Personalization goals, and is a central technology tool in your company's marketing stack.

Combinations of the Adobe Marketing Cloud components also deliver several valuable solutions. For examples of solutions for brand or product Relevancy and or Personalization, please visit our paper entitled, "How Do You Define Your Brand's Relevancy" at: <http://bit.ly/MusingBrand/>

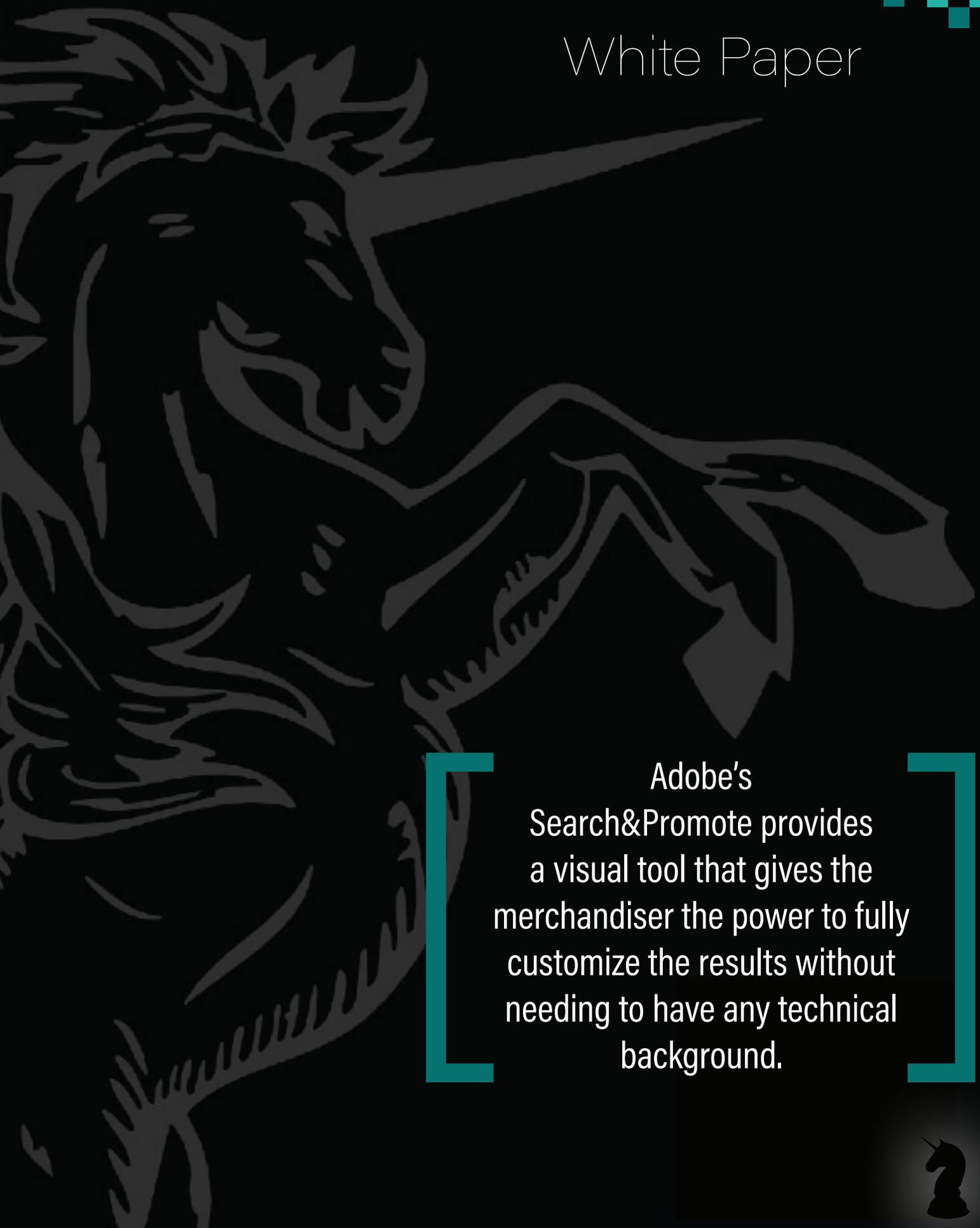
## Next Steps?

Muse experts are standing by ready to help you and your business move forward without missing a beat as the GSA closing looms.





# White Paper



Adobe's Search&Promote provides a visual tool that gives the merchandiser the power to fully customize the results without needing to have any technical background.

