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1. How to optimise search in Marketplace

This guide lays out various ways that can help you find items in MP in a more effective way.

2. Understanding Search

1. There is no difference between using upper case and lower case in search terms.
2. The Search functionality uses word matches. Example: “Whiteboard” will be searched as one term. “White board” will be searched as “white” OR “board”. The same applies to words with other wordbreaks, such as comma, semi colon, etc.
3. Where applicable, Search removes plurals, tenses etc. from search terms. For example, Search will look for “pen” when “pens” is entered.
4. Where applicable, some words will be reduced to its root meaning. For example, Search will look for “organ” when “organisation” is entered.
5. Search results are ranked based on scores. Each score is the sum of different weightings assigned to each item field. Fields with the highest to lowest weighting:

Level 1: Item ID/SKU

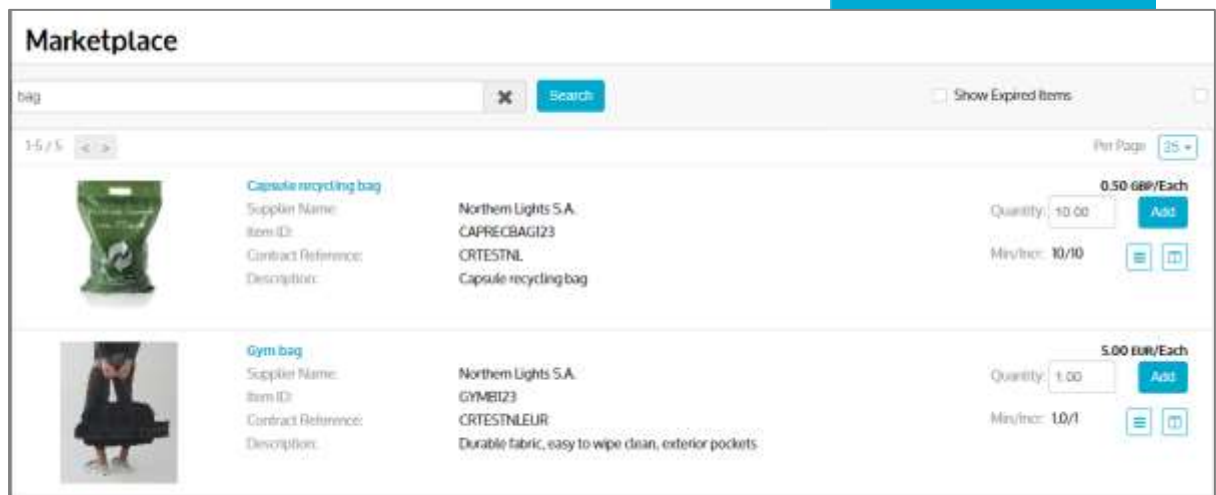
Level 2: Manufacturer Name, Product Name

Level 3: Keywords, Agreement Keywords, Contract Reference, Supplier Name, Attributes

Level 4: Description, UNSPSC Category Labels

This gives an overall score. The item with the highest score will be placed highest up in the results. When searching using the term “bag” (see example below), Search will look for this term in Item ID, manufacture/product name, keywords, contract ref, ..., description and UNSPSC label.

Example: As “bag” was found in the item ID, product name and in description for “Capsule recycling bag” compared to only in the product name for “Gym bag”, the former is ranked higher than the latter in Search Results.



6. UNSPSC codes and labels are included in Search and can lead to random search results.
7. When using Item IDs as search terms, a minimum of three characters are needed for an effective search. As with the example above, the item ID "CAPRECBAG123" would be chunked into CAP|REC|BAG|123 and also C|APRE|CBA|G12|3 etc. If using less than three characters, results may not matching. Using more than three characters result in better matches.

3. Filters in Marketplace

Filters in MP are used to finetune search results by reducing less relevant items. They are based on the supplier's item attributes and are case sensitive. The same filters will appear as multiple (duplicate) filters if suppliers have provided their attributes with multiple capitalisation.