



Smart Search User Manual

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Introduction

The Detailed Product Information feature is a quick search tool designed to provide you with a comprehensive, instant overview of the performance of any item in your catalog.

Using the floating button in the lower-right corner of the screen, you can open a direct search panel. Simply enter the product ID, and the system will display all of its cross-referenced and centralized information, without having to navigate through the various listings or clusters in the catalog.

This feature centralizes data across four key tabs to facilitate strategic analysis: Overview, SEO Analysis, Paid Media Analysis, and A&O (Anomalies and Opportunities). It's the fastest way to audit a specific product, understand its performance across different acquisition channels, and make agile business decisions.

In practice, having this level of detail provides a significant operational advantage that translates into time savings and greater analytical clarity. By isolating a single item, you eliminate the general noise from the catalog and avoid the laborious process of manually cross-referencing data between advertising and organic platforms.

Added to this comprehensive view is the enormous added value of clustering, which intelligently and automatically classifies products by channel so you can understand their strategic role within the business instantly (for example, whether a product is a "Champion" or a "Back Catalog" item). Furthermore, the ability to explore the organic 'top queries' specific to that item represents a key competitive advantage: it reveals exactly which search terms are actually attracting users, providing high-value insights to optimize product listings, review paid campaigns, and maximize search rankings with complete precision.

Overview

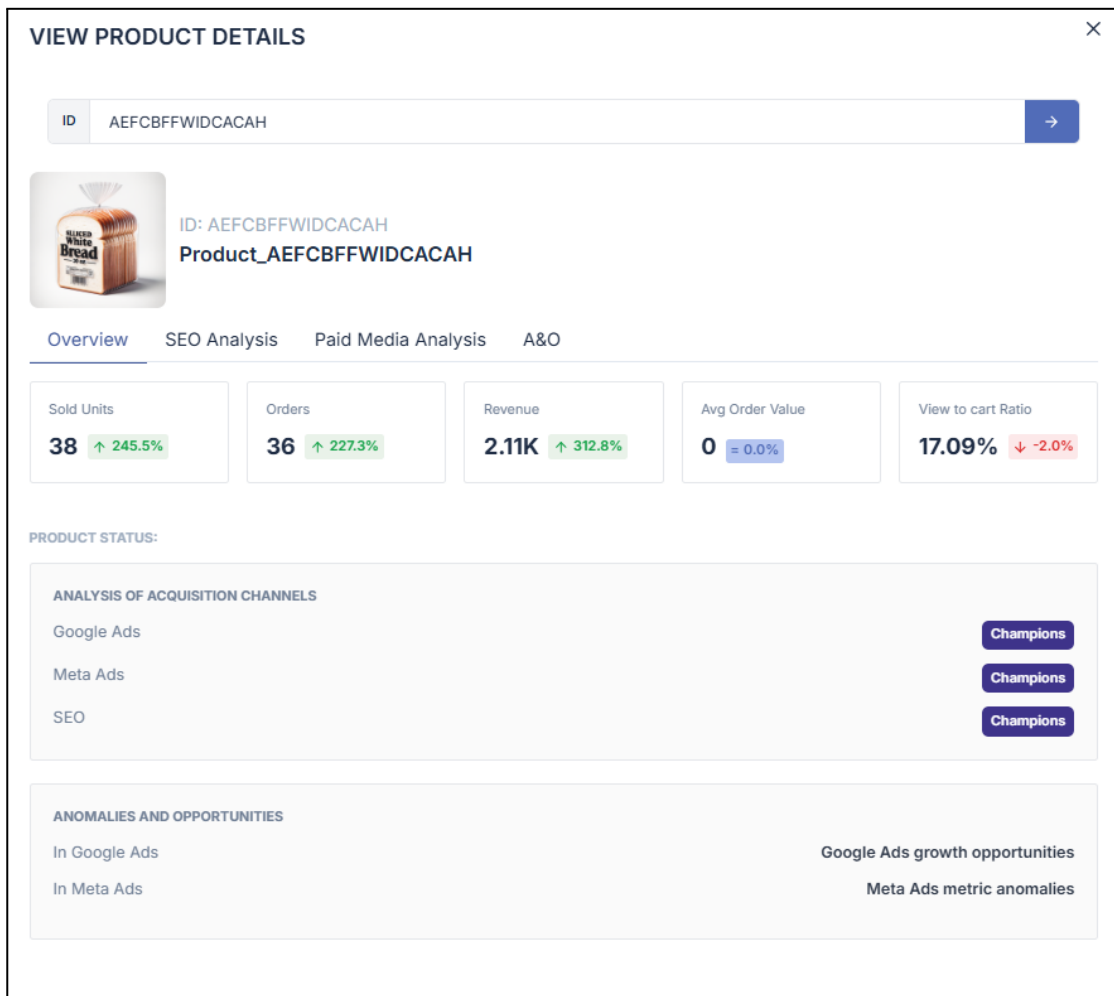
The Overview tab is your starting point. It provides an executive summary of the product you're looking for so you can understand its overall impact on the business instantly.

At the top, you'll always see the product details (Image, ID, and Name). Just below that, you'll find three sections of information:

- *Global Metrics:* A summary of the product's key aggregated KPIs, including Units Sold, Number of Sales, Revenue, Average Order Value, and Add-to-Cart Rate. Each metric is accompanied by its percentage change to quickly identify trends.
- *Product Status:*



- *Analysis of Acquisition Channels:* It shows you directly which cluster a product is classified in for each specific channel (Google Ads, Meta Ads, and SEO). For example, you can see if a product is a “Champion” across all channels or if its performance differs.
- *Anomalies and Opportunities:* A summary list that alerts you if the algorithm has detected any unusual behavior or a growth opportunity in any of the channels (Google Ads, Meta Ads, or SEO) and shows you its assessment of that behavior or opportunity for each channel.



SEO Analysis

This section takes a closer look at the product's organic performance in search engines. It is designed to help you understand how users find the product without advertising.

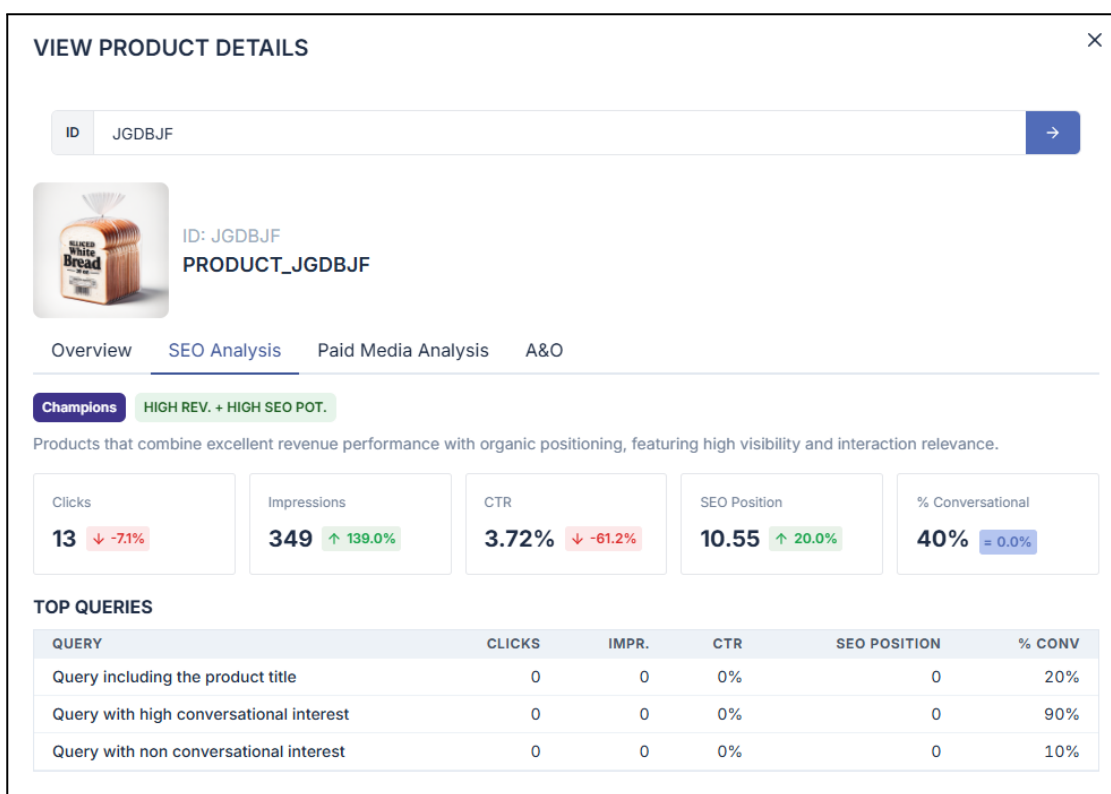
- *SEO Clustering:* Displays the organic cluster label (e.g., Champions) and a performance sublabel (e.g., High Rev. + Medium SEO Pot.), along with a brief description of the cluster to which it belongs.



- **Organic Metrics:** Performance dashboards featuring key SEO KPIs: Clicks, Impressions, CTR, Average SEO Rank, and Conversion Rate.

The Conversion Rate is a metric exclusive to Boostic.cloud that evaluates the different searches users have performed to find this specific product. Various criteria are evaluated to calculate this metric, such as: the number of words in the search query, the intent behind the query (including expressions like “how to...,” “where...,” or advisory words such as “recommend,” “compare,” etc.). It also takes into account whether the product title is entered exactly as it appears or not. Based on these criteria, this index is calculated, indicating what percentage of searches for this product ID have a conversational intent.

- **Top Queries:** A detailed table showing the exact search terms that are driving traffic to the product. For each query, you can analyze its Clicks, Impressions, CTR, SEO Rank, and Conversion Rate (% Conv.). It's ideal for identifying high-performing keywords and optimizing product listings.



Paid Media Analysis

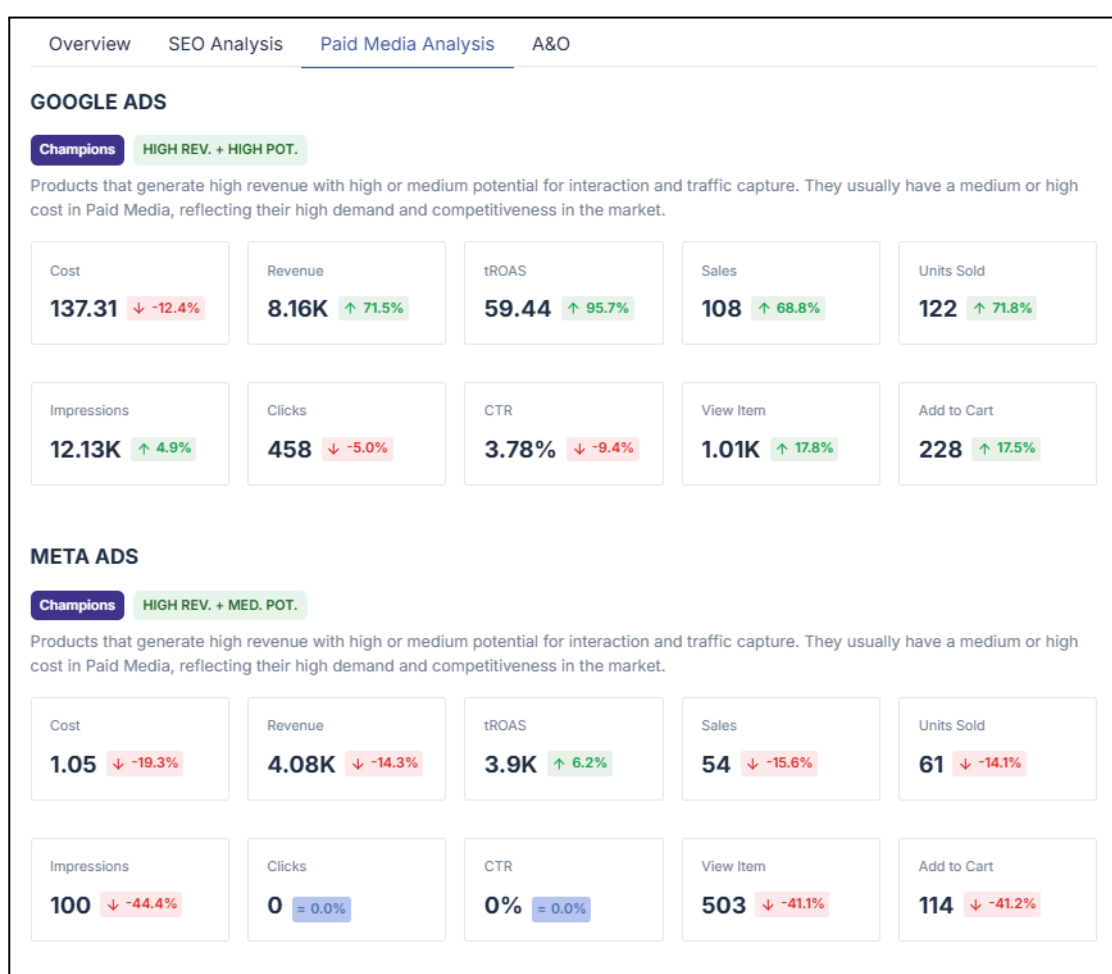
Here, the product's performance in your paid campaigns is broken down, with the information clearly divided between the two major advertising channels: Google Ads and Meta Ads.

For each one, you'll find:



- *Clustering*: The cluster to which that product belongs, based on its performance and the subcluster label. It will also include the definition of the cluster to which the product belongs.
- *KPIs with specific metrics*: A comprehensive dashboard with 10 specific metrics for evaluating return on investment. It includes: Cost, Revenue, tROAS, Number of Sales, Units Sold, Impressions, Clicks, CTR, View Item, and Added to Cart. Each metric is accompanied by its percentage change to quickly identify trends.

This separate view allows you to quickly compare whether a product is highly profitable on Meta but is consuming too much of your budget without a return on Google, or vice versa.

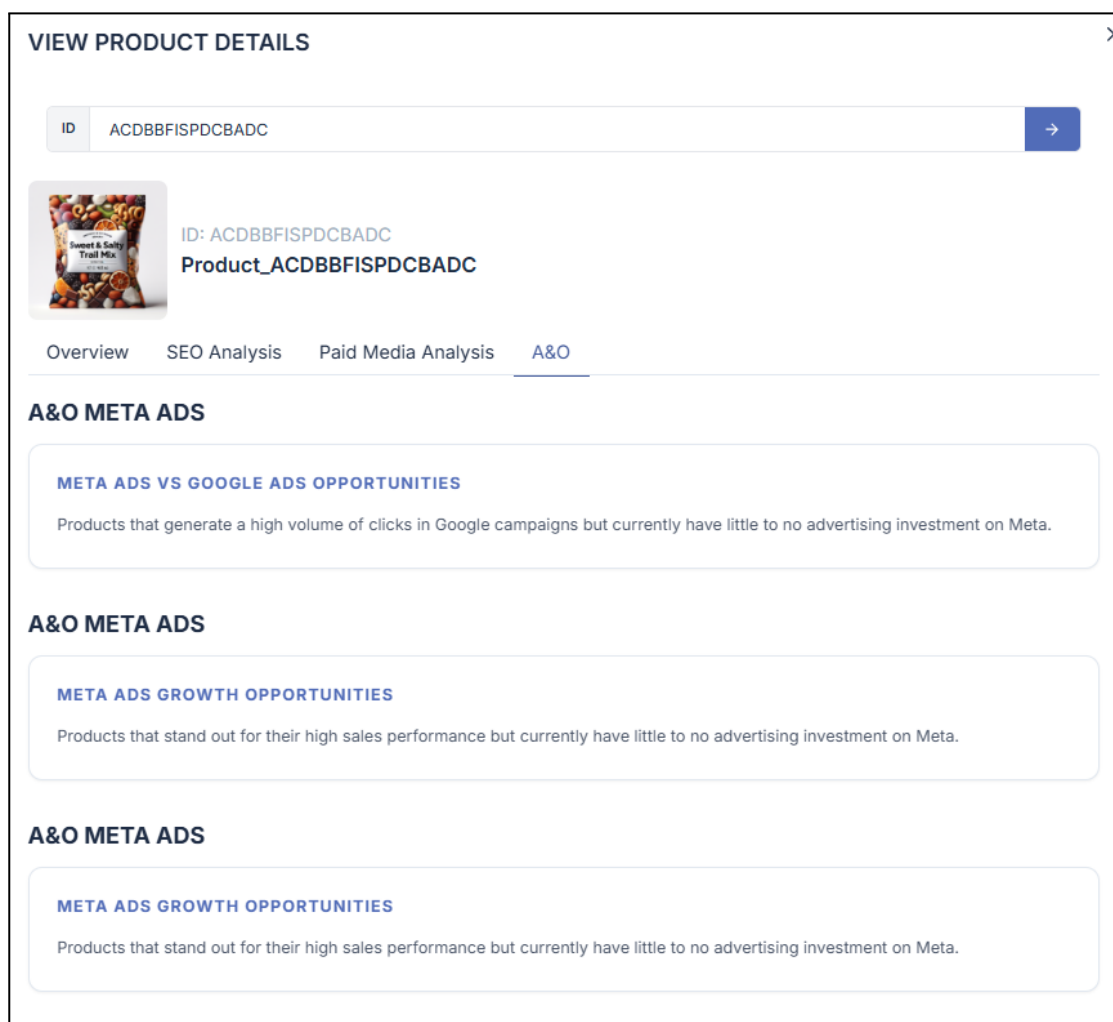


Anomalies and Opportunities

The final tab provides additional information about the product's status if it exhibits any unusual behavior or presents an opportunity for improvement. If you saw a summary notice in the Overview, you'll find the exact details of that classification here.



For each channel where an anomaly or opportunity has been detected, you'll see a clear display of the exact label or classification that Boostic has assigned to the product. Right below that, you'll find a detailed description explaining what that category entails, helping you understand the technical or business context behind that anomaly.



With the Smart Search tool, conducting an in-depth analysis of a specific product no longer requires exporting tables or cross-referencing data for hours. This new feature provides you with immediate technical and commercial context for any ID in your catalog.

The ultimate goal of this tool isn't just to provide information, but to give you the agility you need to turn data into action: adjust an ad bid, optimize a product listing's text for SEO, or develop a clearance strategy in a matter of seconds. Take advantage of this 360° view to make precise tactical decisions and take your inventory's profitability to the next level.

