AI Search

How to turn searching into a powerful marketing tool

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How AI Search Works

Powered by LLMs
(Large Language Models)

UNDERSTANDS MEANING, NOT KEYWORDS

It analyzes intent the way a person would

UNDERSTANDS THE USER'S GOAL

Knows if you want a gift, a replacement, a product comparison etc.

TURNS A QUERY INTO AN ACTION CHAIN

Example: "something for curly hair" → vector search → finding a match

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Comparison: Traditional Search vs AI Search

USER QUERY	TRADITIONAL SEARCH	LLM SEARCH
«Sneakers like Adidas Samba but white»	Shows Adidas	Shows alternatives
«A dress for a pear-shaped body that hides your belly»	Doesn't understand	Understands body shape
«A gift for my brother in college under $40»	Random results	Personalized gift picks

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Voice AI Search is Already Live

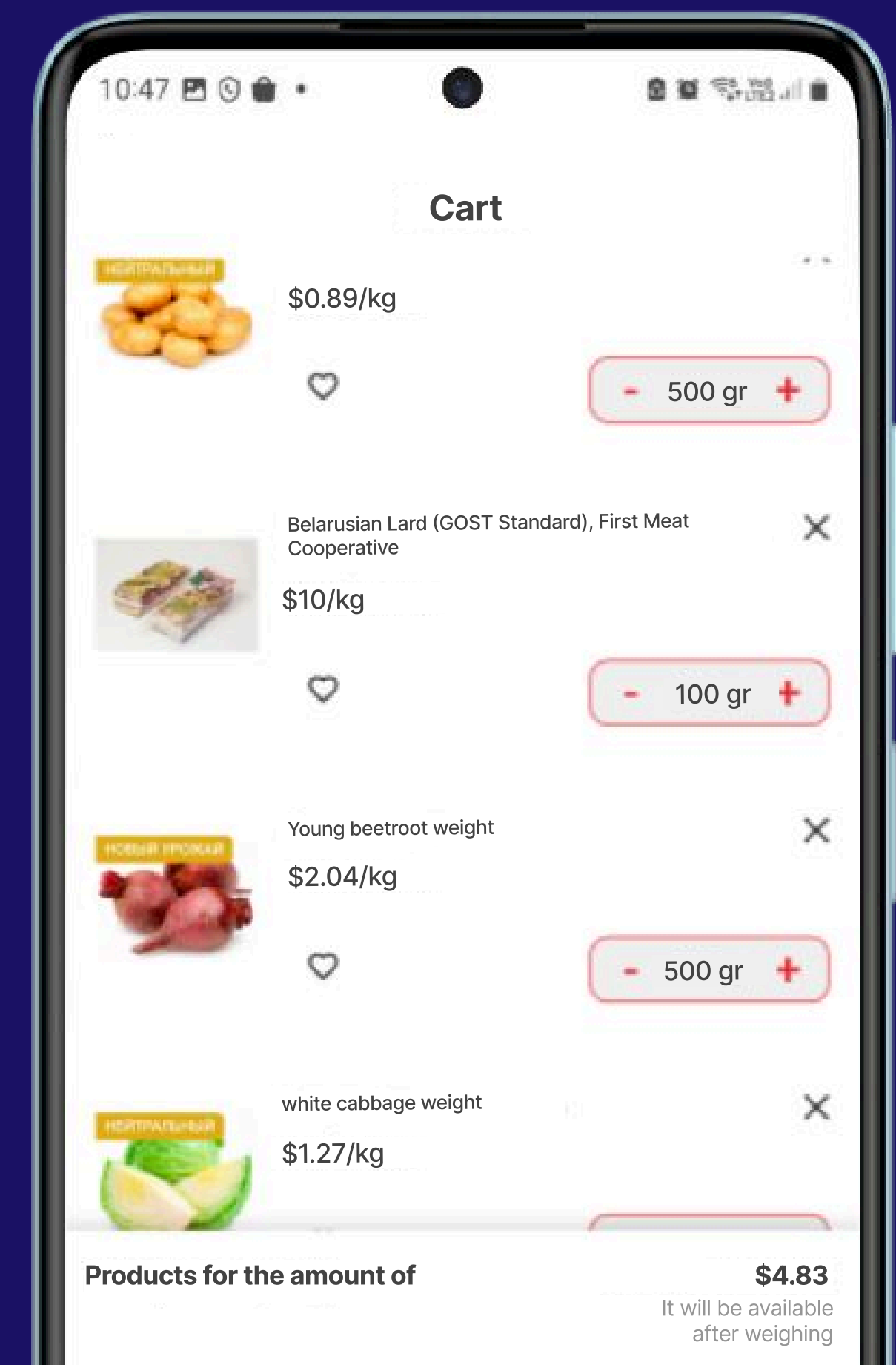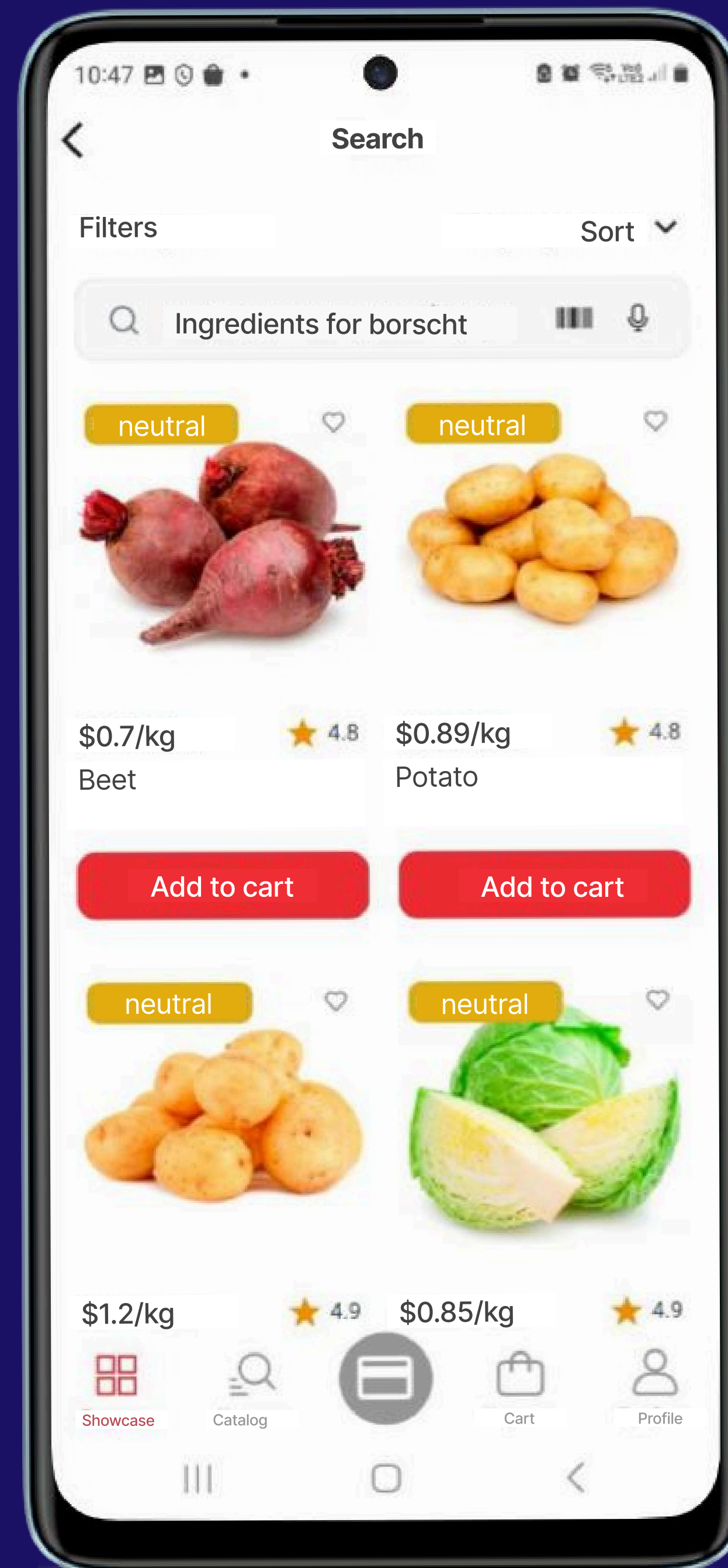## Just look at the Evropa supermarket case

Implementation in «Evropa» supermarket

Borsch ingredients

LLM understands → Elastic selects products → the result is returned to the trash

Something sweet

AI personalizes your preferences
and shows you the most frequent purchases

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* Instantly understands the user's intent
* Works in understands informal language
* Learns preferences & purchase history
* Enables personal communication
* Gets users to their goal

LLM

The Future of AI Search

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«A search engine that gets you»

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Our AI-powered search helps users get what they want, [faster and better] — just what the modern world needs

AI search replaces filters, categories, and complex UI. Searching becomes a conversation.

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