



HawkSearch Release Note

Version: Soul

Date: July 2023

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Introduction

The Soul Release Notes are contained here. The requirements for each update are noted in this document.

Highlights from this release include

1. Multi Engine Management
2. Dedicated Section for Instant Engage
3. New Advanced Reports in eCommerce360
4. Refreshed Login Page with Integrated News Section

Interested in being our next case study?

Have you seen great results since you've started using HawkSearch and want to share your story? We'd love to hear about the results you're seeing! Email us at marketing@bridgeline.com to let us know you're interested!

Stay up to date with HawkSearch!

Be sure to follow HawkSearch on our social channels to stay up to date on the latest and greatest news from our team!

Facebook: <https://www.facebook.com/Hwksearch/>

Twitter: https://twitter.com/_HawkSearch

LinkedIn: <https://www.linkedin.com/company/hawk-search/>

If you have any questions or feedback about this release, please contact us at success@bridgeline.com

Until next time,
The HawkSearch Team

Glossary of Terms

HawkSearch template versions:

- **HawkSearch v4.0** - Latest HawkSearch template that is based on Elasticsearch features
- **HawkSearch v4.0L** - Latest HawkSearch Lucene-based template
- **HawkSearch v3.0L** - Lucene-based version of HawkSearch template that doesn't include some of the features that v4.0L offers
- **HawkSearch v2.0L** - First version of HawkSearch template

Note: If your HawkSearch license is through one of our Partners, please reach out to them to see which features are available to you.

If you are hosting HawkSearch on premise, please contact your Client Success Director for details. If you are unclear on your version of HawkSearch, please contact: support@HawkSearch.com



New Feature



Feature and Usability Enhancement



Connectors



Important Updates



Additional Resources



Prerequisite/Requirements



Description



HawkSearch Template Version



Location


New Features



New Feature: Multi Engine Management

 **Prerequisites:** Available for HawkSearch v4.0 clients

 **HawkSearch Template Version:** HawkSearch v4.0

 **Description:** We're delighted to share an important update to HawkSearch, bringing an even better experience to our enterprise and franchise clients. With the new Multi-Engine Management feature, managing search and recommendations across your sites will be more streamlined than ever. This feature allows your HawkSearch engines to share data and configurations, meaning they will work together seamlessly, optimizing your search experience across platforms and departments.

Key highlights of this update include:

- a. **Improved Data Management:** All users will have access to the same up-to-date and accurate information, regardless of which engine they are using.
- b. **Streamlined Configuration:** No need to manually configure each engine individually. Changes made in one engine can be reflected across all others, saving time, and reducing the risk of errors.
- c. **Enhanced Scalability:** As your business grows and evolves, you can add more engines to meet your needs without worrying about compatibility or integration issues.

Want to learn more about how to utilize the Multi-Engine Structure? Please contact our Customer Service team through success@hawksearch.com.



New Feature: New Advanced Reports in eCommerce360



Prerequisites: Available for HawkSearch v4.0 clients



HawkSearch Template Version: HawkSearch v4.0



Description: Data is the key to unlocking your site's potential, and we've made accessing that data even easier. We've added four new reports to your dashboard, designed to offer you a deeper understanding of your tracking data.

Newly added reports include:

- a. **Searches with Poor Results:** This report doesn't just identify subpar search queries—it uncovers opportunities to elevate user experience and drive customer satisfaction.
- b. **Spelling Suggestion Tracking - Daily:** Turn common misspellings into your advantage. Refine your settings, improve accuracy, and connect with your customers, even when they misspell.
- c. **Conversion Tracking List:** This report brings clarity to your conversion pathways. Understand what search terms trigger conversions and fine-tune your marketing strategies for maximum impact.
- d. **Conversion Tracking - Summary:** Discover the secret behind successful conversions. Understand which search terms fuel your success and uncover hidden opportunities for platform optimization.

Elevate your data analysis and marketing strategies with Hawk's advanced report in eCommerce360. Start transforming data into success stories today! Check out this [article](#) to get started or contact success@hawksearch.com if you need any help.



Location: Report >>> eCommerce360 Banner >>> HawkSearch >>> Advanced Reports



New Feature: Instant Rules Rebuild Button



Prerequisites: Available for HawkSearch v4.0 and HawkSearch v4.0L clients



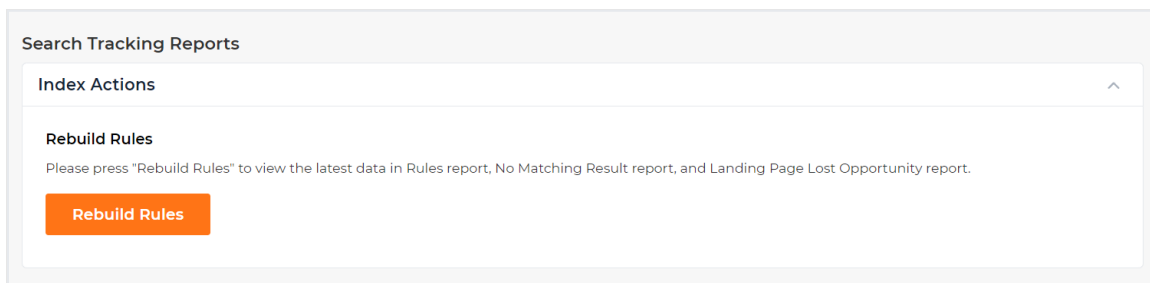
HawkSearch Template Version: HawkSearch v4.0 and HawkSearch v4.0L



Description: Take the reins of your merchandising rule management with the new "Rebuild Rules" button. Located conveniently in your dashboard, simply click the button to instantly rebuild the mapping between all the merchandising rules and affected products. This ensures that you can access the most recent data in your merchandising rule-related reports whenever you need it.

Key highlights of this update include:

- a. **Fast and Convenient:** Say goodbye to waiting and API complexities. The "Rebuild Rules" button provides fast, on-demand updates, keeping your merchandising reports accurate and up to date.
- b. **Better Decision Making:** With the latest data, you can make more informed decisions and adjustments to your merchandising strategies, leading to better outcomes.



Location: Report >>> Index Actions >>> Rebuild Rules



New Feature: Refreshed Login Page with Integrated News Section



Prerequisites: Available for HawkSearch v4.0 and HawkSearch v4.0L clients



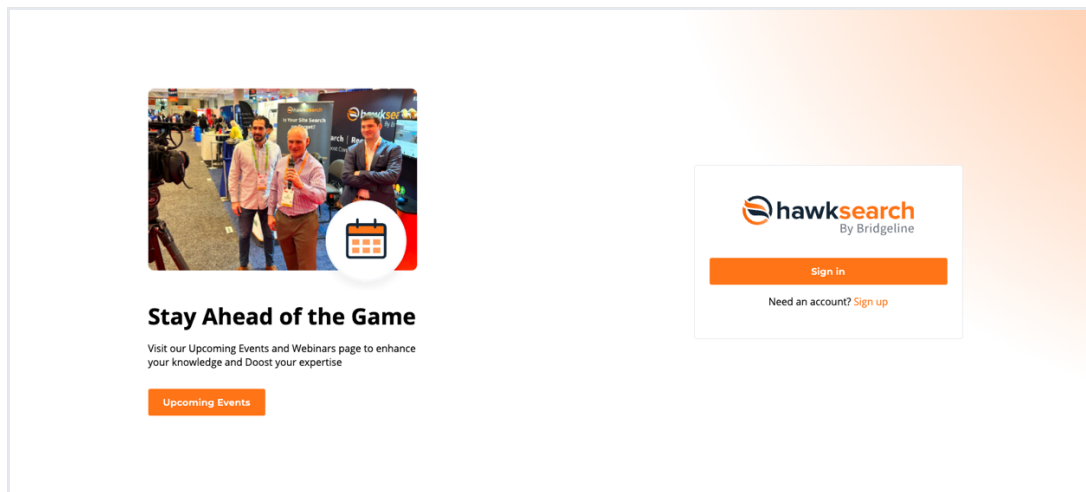
HawkSearch Template Version: HawkSearch v4.0 and HawkSearch v4.0L



Description: We've given the page a complete makeover, introducing a sleek and modern design that aligns better with our ongoing UI update project. We've also added a dynamic new News Section, keeping you informed and engaged with the latest happenings at HawkSearch.

Key highlights of this update include:

- a. **Stay Informed:** With the new News Section, the latest updates about HawkSearch are never more than a login away. Whether it's an upcoming webinar, a product release, or a special event, you will be in the know.
- b. **Fresh and Modern Design:** Our redesigned login page features a contemporary look that fits cohesively with our ongoing UI updates, enhancing the overall user experience.



Location: Login Page

Feature and Usability Enhancements



Feature Enhancement: Enhanced Item Detailing in Search Results



Prerequisites: This update is available to HawkSearch v4.0 clients



HawkSearch Template Version: HawkSearch v4.0



Description: Discover a more transparent, more insightful search experience with this update. The Advanced Explanation for individual items in search results now displays comprehensive data about the item.

Key highlights of this update include:

- a. **Insightful Information:** Get a detailed view of each item in the search results, including specifics like synonyms, department, and weight. This rich information helps you understand the search dynamics better.
- b. **Simplified Management:** The comprehensive details and scoring system make it easier for you to understand the search results, making the management of search settings a breeze.



Location: Preview >>> Perform a keyword search >>> Any returned result >>> Boost >>> Explain >>> Advanced Explanation



Feature Enhancement: Enhanced Autocomplete Sorting Logic



Prerequisites: This update is available to HawkSearch v4.0 clients



HawkSearch Template Version: HawkSearch v4.0



Description: Discover a higher level of search consistency with the latest update to Autocomplete. This enhancement not only harmonizes autocomplete's sorting logic with search but also expands autocomplete API's capabilities. You can now specify the sorting set and/or sorting option for product sorting, ensuring a seamless, efficient, and more personalized search experience across your site.

Key highlights of this update include:

- a. **Unified Sorting Experience:** A consistent and intuitive user experience across all search activities. As Autocomplete now adheres to the same sorting logic as the main Search function.
- b. **Expanded API Capabilities:** You are now able to customize end-user's search experience further as the Autocomplete API now allows you to specify the sorting set and/or sorting option for product sorting.

Documentation: [Hawksearch v4.0 - Autocomplete API](#)



Feature Enhancement: Dedicated Section for Instant Engage



Prerequisites: This update is available to HawkSearch v4.0 clients



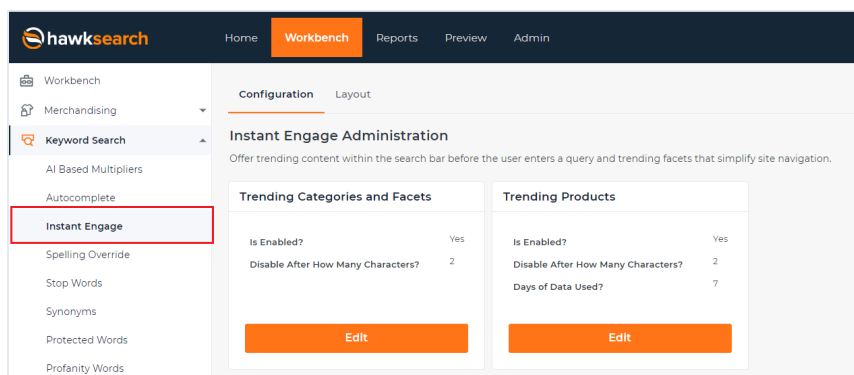
HawkSearch Template Version: HawkSearch v4.0



Description: Experience enhanced navigation and a simplified user flow with HawkSearch's latest update - a dedicated section solely for Instant Engage. Previously a part of Autocomplete, Instant Engage now has its own space, making it more accessible and user-friendly.

Key highlights of this update include:

- a. **Simplified User Flow:** With Instant Engage separated from Autocomplete, users can now navigate the platform more easily and intuitively.
- b. **Enhanced User Experience:** The new layout enables users to leverage Instant Engage more effectively, boosting their search efficiency and overall experience.



Location: Workbench >>> Keyword Search >>> Instant Engage

Important Updates



Important Updates: Changes to HawkSearch Knowledge Base

Exciting changes are coming your way as we continue to refine and enhance our services for an improved user experience. Starting on **07/25/2023**, we're streamlining our resources, which includes updates to our Knowledge Base, Connector, and Rapid UI, all now centrally located in the new consolidated HawkSearch space. This streamlined approach not only provides a single point of reference for our services but also ensures you stay updated with the most recent developments. Although existing spaces remain accessible until 08/28/2023, we recommend updating your bookmarks to easily connect with our new space as soon as possible.

But there's more! We are proud to introduce our all-new Developer Portal - a reservoir of in-depth information and resources to help you unlock the full potential of our offerings. Coupled with this, our comprehensive new User Guide has been designed to make it easier than ever to navigate and utilize our services to their fullest.

Your HawkSearch experience is about to become even better! Check out our updated resources here:

[Access New Knowledge Base](#)

[Explore Developer Portal](#)

[View User Guide](#)



Important Updates: Rapid UI Updates

V5.0.0

New Feature/Enhancement

1. Support for variants functionality

V6.0.0

New Feature/Enhancement

1. Support for image of content results
2. Support for script elements of custom templates

[Documentation](#)

Connectors



Sitefinity Connector

Description: We have made the following updates to our Sitefinity Connector:

1. Supported Sitefinity versions: 14.3.8000
 - a. Hawksearch V4 Language Mapping: The update we've released enables the Sitefinity connector (14.3) to map languages to their respective Hawksearch engines within a single Sitefinity instance. This means that we are now separating the data out into separate engines. This allows data from different languages to be directed to different Hawksearch engines, improving language-specific search efficiency.
 - b. Documentation: [Language Mapping - Setup](#)
 - c. [Release Note](#)

2. Supported Sitefinity versions: 14.4.8100
 - a. Updated HawkSearch versions: HawkSearch V4 and HawkSearch V4L
 - b. [Release Note](#)

Additional Resources



Appendix A – Implementing Version 2 Tracking

Upgrading to Version 2 tracking (v2) requires some work on the front-end to insert JavaScript that is used to track events. There is also work required on the HawkSearch side. When you are ready to upgrade your tracking, we ask that you contact your account manager and review the documentation mentioned below.

[Read more about v2 Tracking](#)



Appendix B – API Documentation

- [Hawksearch V4.0](#)
- [Dashboard API Documentation](#)
- [Global Objects](#)
- [Recommendation API](#)
- [Hawksearch v2.0L - v4.0L \(Lucene\)](#)