

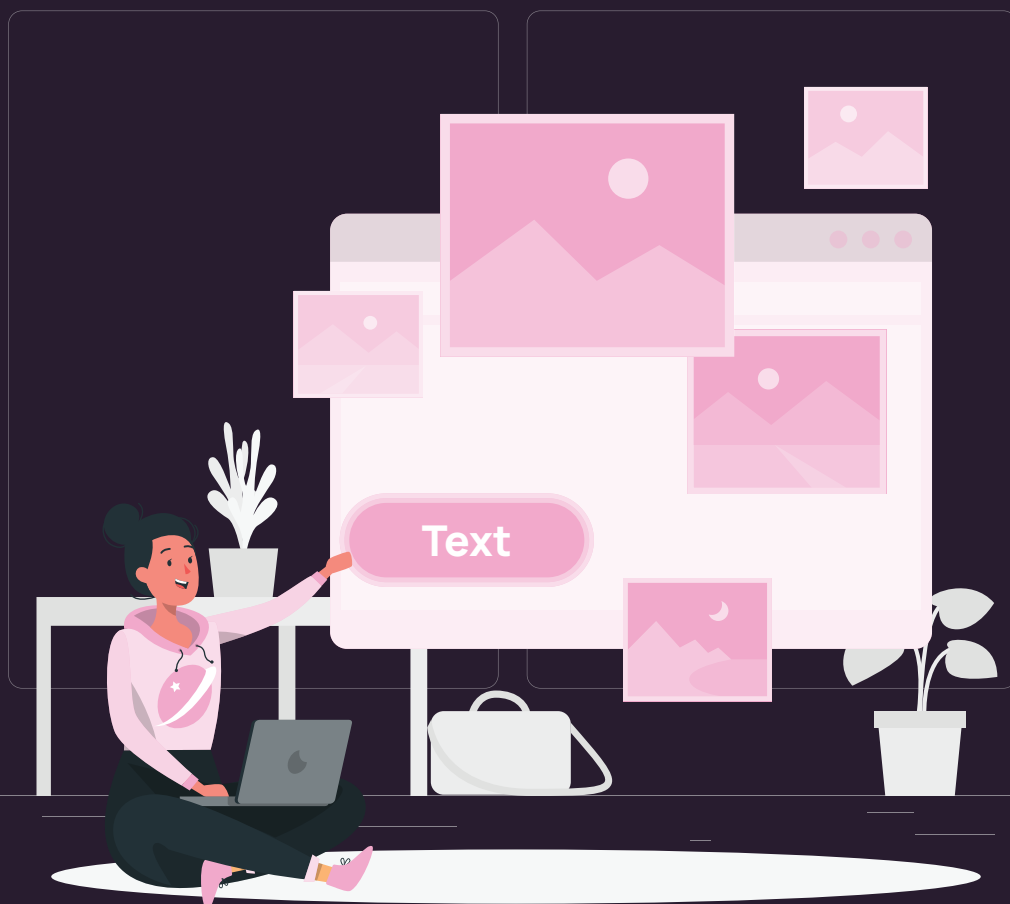
Getting Started with **Visual Search** in Netcore Unbx



Netcore Unbx's Visual Search is an API-enabled capability that ingests an image, extracts visual attributes, converts them into embeddings, and returns similar products ranked by relevance. It's designed for visually expressive categories like fashion, home décor, lifestyle, and beauty.

What it does:

- Accepts images
- Extracts colour, pattern, texture, shape, and style cues
- Matches embeddings against a pre-indexed product catalog.
- Returns structured results with metadata and relevance scoring.



How visual search integrates within the **Netcore Unbx** ecosystem

Visual Search isn't a standalone tool; it works seamlessly with other Netcore Unbx capabilities to enhance the overall shopper experience. It powers hybrid search, enriches recommendations, strengthens personalization, and feeds into unified analytics.

Ecosystem integrations:

- Pairs with Autosuggest for hybrid image + text search.
- Boosts recommendations with visually similar items.
- Learns user visual preferences to refine personalization.
- Contributes interaction data to a unified analytics dashboard.





The limits of keyword-based search

Keyword search struggles when shoppers don't know the exact words, spelling, or product terms. Descriptive text often fails to capture nuances like colour, silhouette, pattern, and style. For inspiration-driven use cases, this results in irrelevant outcomes and a broken discovery journey.

Key friction points:

- Users lack product vocabulary or specific descriptors.
 - Aesthetic or style-based intent is difficult to express through text.
 - Keyword-only systems fail when users have only a visual starting point.
 - Results become mismatched, reducing engagement and increasing bounce.
-

Testing visual search

- Log in to your Unbx.com console and navigate to Search Preview.
 - In the Search Preview, click the camera icon to activate the Visual Search panel.
-

Choose your image input method:

- Upload an image file from the device (supports JPEG/PNG).
 - Or supply an image URL.
-

Once uploaded/pasted, the image is processed, displayed as the anchor image, and interactive markers appear on detected items within the image (for multi-item photos).

- Click a marker to focus the visual search on that item (e.g., if the image shows a model wearing a dress + shoes, separate markers let you search dresses vs shoes)
-

Under the hood, ensure your product catalog is suitably prepared:

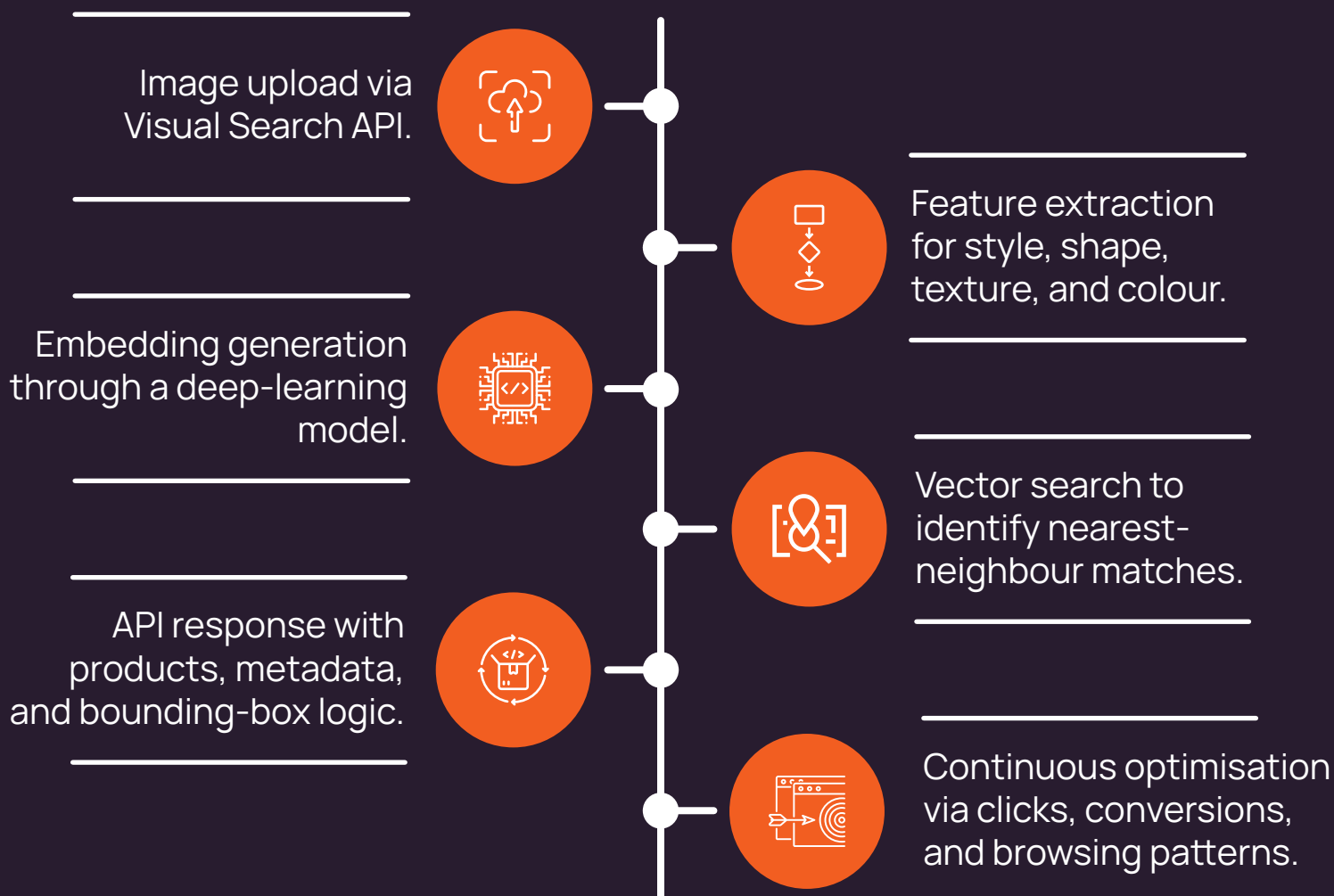
- Make sure you have high-quality product images (3–5 per item) with consistent lighting and a clear background.
- Ensure your catalog feed includes proper attribute mapping (colour, category, style) so the visual-embedding engine can match effectively
- Upload the catalog & index the embeddings so the visual search engine can query them.



How visual search works - (End-user facing workflow)

Visual Search follows a straightforward but powerful workflow. The shopper uploads an image, the model extracts features, creates an embedding vector, compares it with catalog embeddings, and returns visually similar matches. Relevance improves continually through behavioural feedback loops.

Workflow for end-users, at a glance:



Verticals we currently serve

- Apparel: Indian ethnic and fusion wear, western wear, activewear, sleepwear, and innerwear
- Footwear: Casual shoes, sports shoes, formal shoes, sandals, flip-flops, heels, flats, boots
- Furniture & Home Decor: Indoor and outdoor furniture, mattresses, lamps, wall decor, plants and vases, mirrors, curtains, fireplaces, headboards, picture frames, ladders, and pillows

Recommendations:

- Use high-quality images with consistent lighting, plain backgrounds, and minimal clutter.
 - Focus image coverage on your most influential categories (fashion, home décor, lifestyle) where visual cues matter most.
 - Monitor trending query colours, styles, patterns, and adjust your merchandising accordingly.
 - Enhance taxonomy with insights from visual queries.
 - Highlight “Search by image” prominently on mobile and web UI.
 - Use retargeting journeys for users who initiate visual searches.
-

Best practices and optimization tips

To get the best results from Visual Search, retailers should focus on catalog quality, trend analysis, and UI positioning. Better images create better embeddings, and better UX placement drives adoption.

KPIs to Monitor



Visual search and the future of agentic commerce

The future of ecommerce is sense-driven, where AI interprets what shoppers see and proactively curates experiences. Visual Search acts as the foundational layer for AI agents to assemble outfits, detect preferences, or build multi-item bundles autonomously.

What's coming next:

- AI stylists that create entire looks from one image.
- Multi-modal recommendations that mix visual and behavioural cues.
- Autonomous agents are completing purchases based on visual triggers.



Conclusion

Visual Search aligns human visual behaviour with machine intelligence, making discovery faster, simpler, and more satisfying. It improves engagement, boosts conversion rates and prepares retailers for AI-driven, multimodal commerce.

What to do next:

- Start piloting the Netcore Unbx Visual Search API.
- Integrate the capability into your storefront UX.
- Track adoption, feature usage, and query patterns.
- Optimise based on visual behaviour signals.

About Netcore Unbx

Netcore Unbx is an AI-powered product discovery platform consistently recognized as a leader by independent analysts. Named a Leader in Gartner's 2025 Magic Quadrant™ for Commerce Search and Product Discovery for the second consecutive year and earning the highest score in Current Offering & In-Session Personalization in The Forrester Wave™: Commerce Search and Product Discovery Solutions, Q3 2025, Netcore Unbx stands at the forefront of the category. Powered by advanced search, merchandising, personalization, and Agentic ecommerce, Netcore Unbx ensures shoppers find the right products faster, leading to higher conversions, order values, and customer satisfaction.