

Profile and Search insights

[SA-49357](#)

Target GA: May, 2024



Feature Overview

Introducing: Profile and Search insights - [SA-49357](#)

Feature Description

Goal

Increase business opportunities and engagement of suppliers by providing profile related insights

Use cases for Freemium

- How many times my company profile was viewed
- How many times my company profile appeared on first page of search results

Use cases for Paid accounts

- Company profile view trend for last 3,6,12 months
- My commodity trend – How is the Search trending for the commodities configured in my profile globally
- Top search criteria globally, for e.g. Sustainability ratings, Certificates, etc.

Helps supplier focus on key attributes of the profile

Key Benefits

- Suppliers see value in updating and keeping their profiles relevant
- For SAP a potential revenue stream as suppliers would be willing to pay for the insights and recommendations

Audience:

Suppliers

Enablement Model:

Low Touch –
Automatically On

Applicable Solutions:

SBN

- Restrictions
- Feature details

Prerequisites, Restrictions

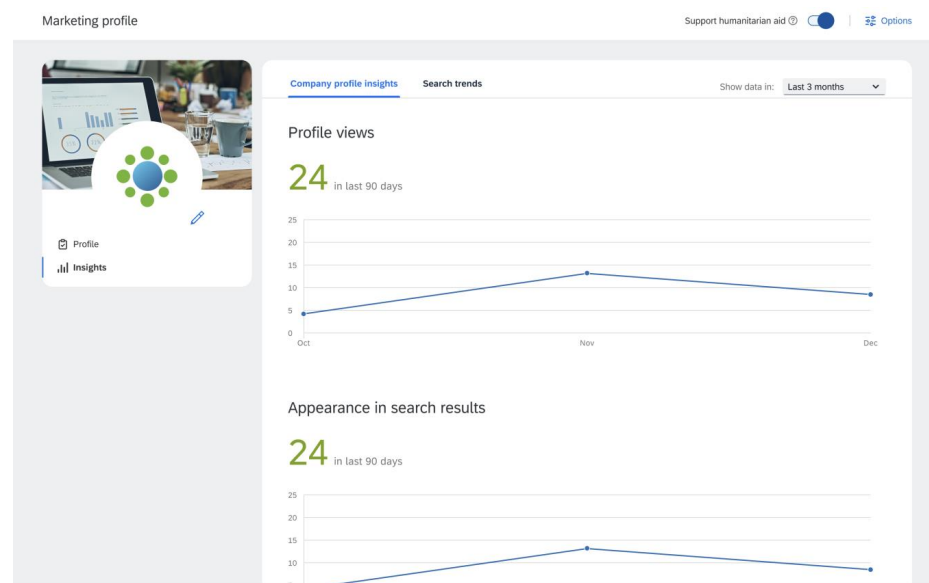
Prerequisites

- None

Restrictions

Use cases for Freemium

- How many times my company profile was viewed
- How many times my company profile appeared on first page of search results



Restrictions

Sample of how data would look when upgraded to premium

Company profile insights **Search trends** Show data in: Last 3 months

Upgrade to Premium to see more insights

[Upgrade](#)

Global search trend for my categories

Determine whether companies are searching for your listed categories.

[See example](#)

Global top search criteria

Identify the top search criteria used by buyers in your country/region.

[See example](#)



Company profile insights **Search trends** Show data in: Last 3 months

Upgrade to Premium to see more insights

[Upgrade](#)

Global search trend for my categories

See if people are searching your commodity in the market.

[See example](#)

24 searches in last 3 months

Vehicles

Month	Searches
Oct	5
Nov	14
Dec	8

Global top search criteria

Identify the top search criteria used by buyers in your country/region.

[See example](#)

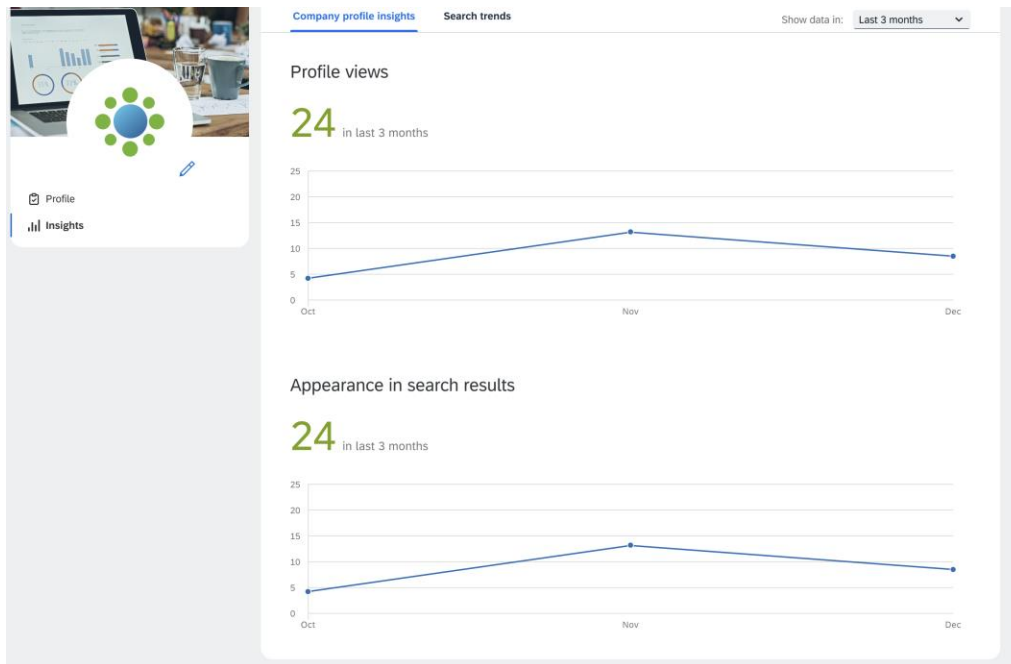
Categories	Searches	%
Organizations and Clubs	12	44%
Resin, Rosin, Rubber & Elastomers	7	23%
Material Handling, Conditioning & Storage Machinery	4	13%
Vehicles	3	8%
Laboratory Equipment	2	4%
Others	3	8%

Service locations	Searches	%
Western Africa	12	44%
North America	7	23%
Global	4	13%
Western Asia (Middle East)	3	8%
Central Asia	2	4%
Others	3	8%

Business type	Searches	%
Transportation/Logistics	12	44%
System Integrator	7	23%
Contractor/Consultant	4	13%
Broker	3	8%

Feature Details

Freemium account – Basic views and search appearances of supplier profile in 3, 6 and 12 months (filter)



Feature Details

Freemium account – Search Trends not available only preview

Company profile insights
Search trends
Show data in: Last 3 months

Upgrade to Premium to see more insights

[Upgrade](#)

Global search trend for my categories

Determine whether companies are searching for your listed categories.

[See example](#)

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Company profile insights
Search trends
Show data in: Last 3 months

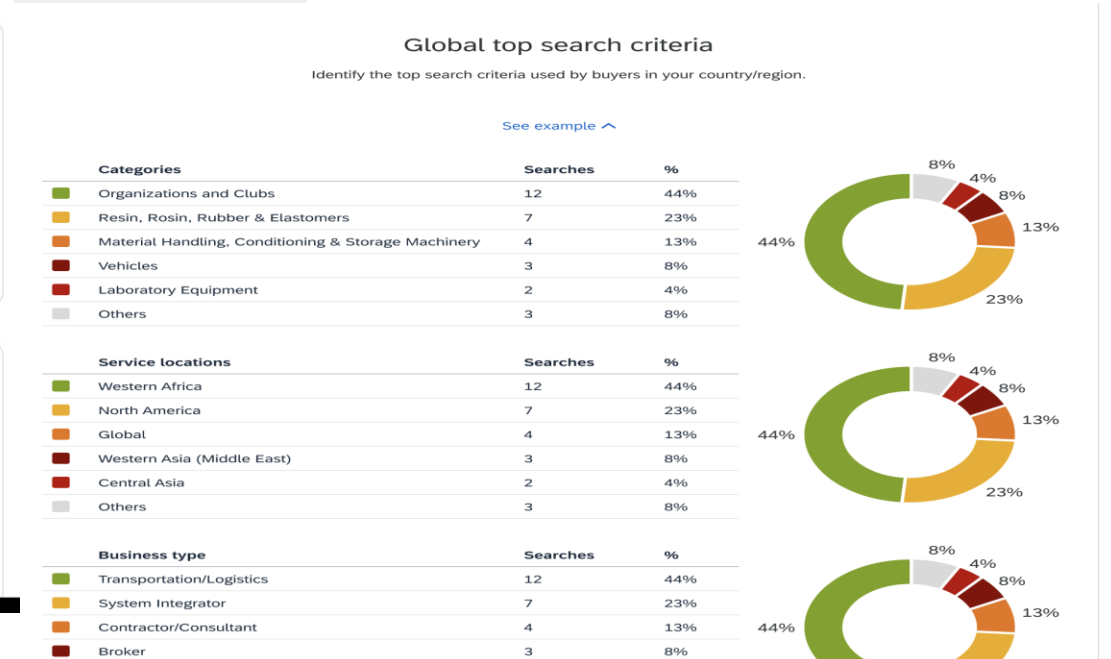
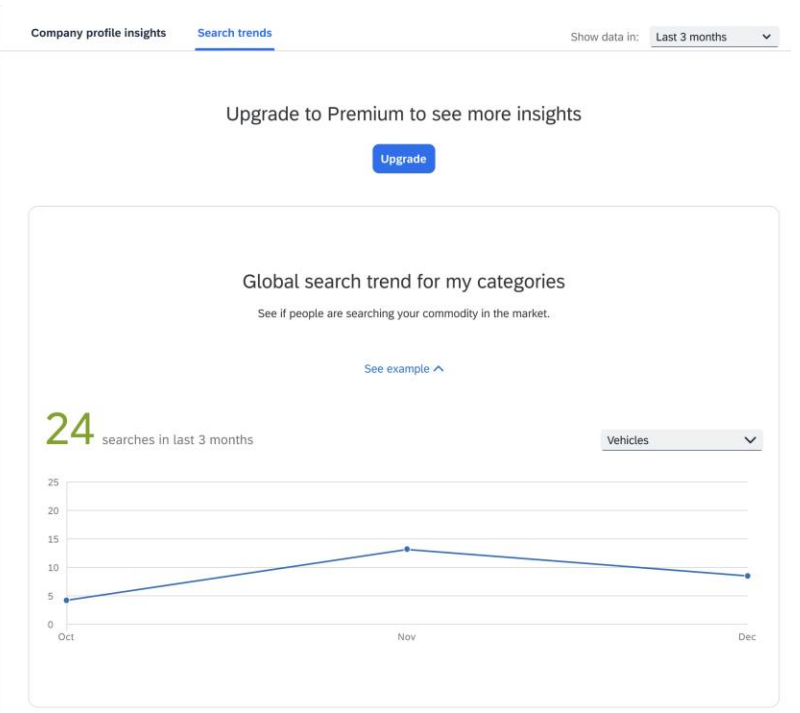
Upgrade to Premium to see more insights

[Upgrade](#)

Global search trend for my categories

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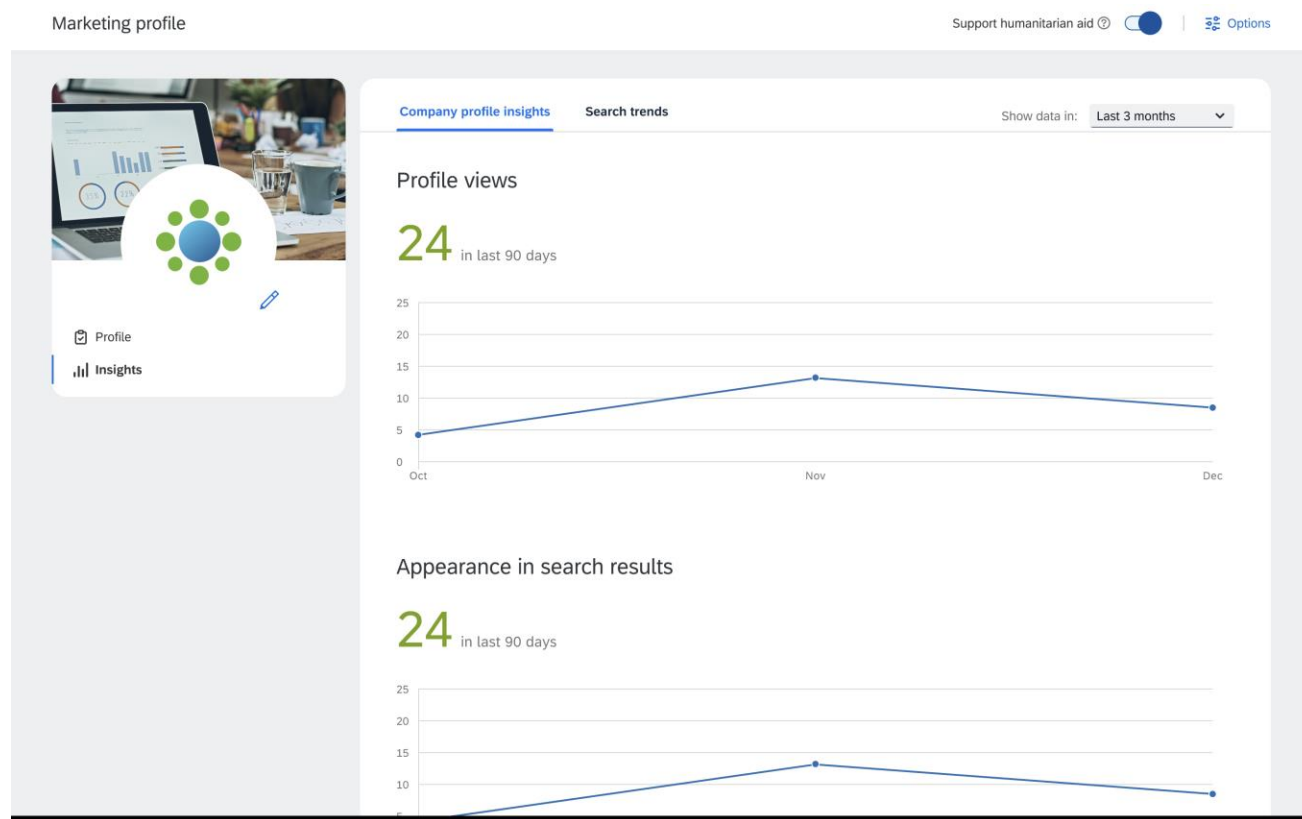
[See example](#)



Feature Details

Premium/Paid account

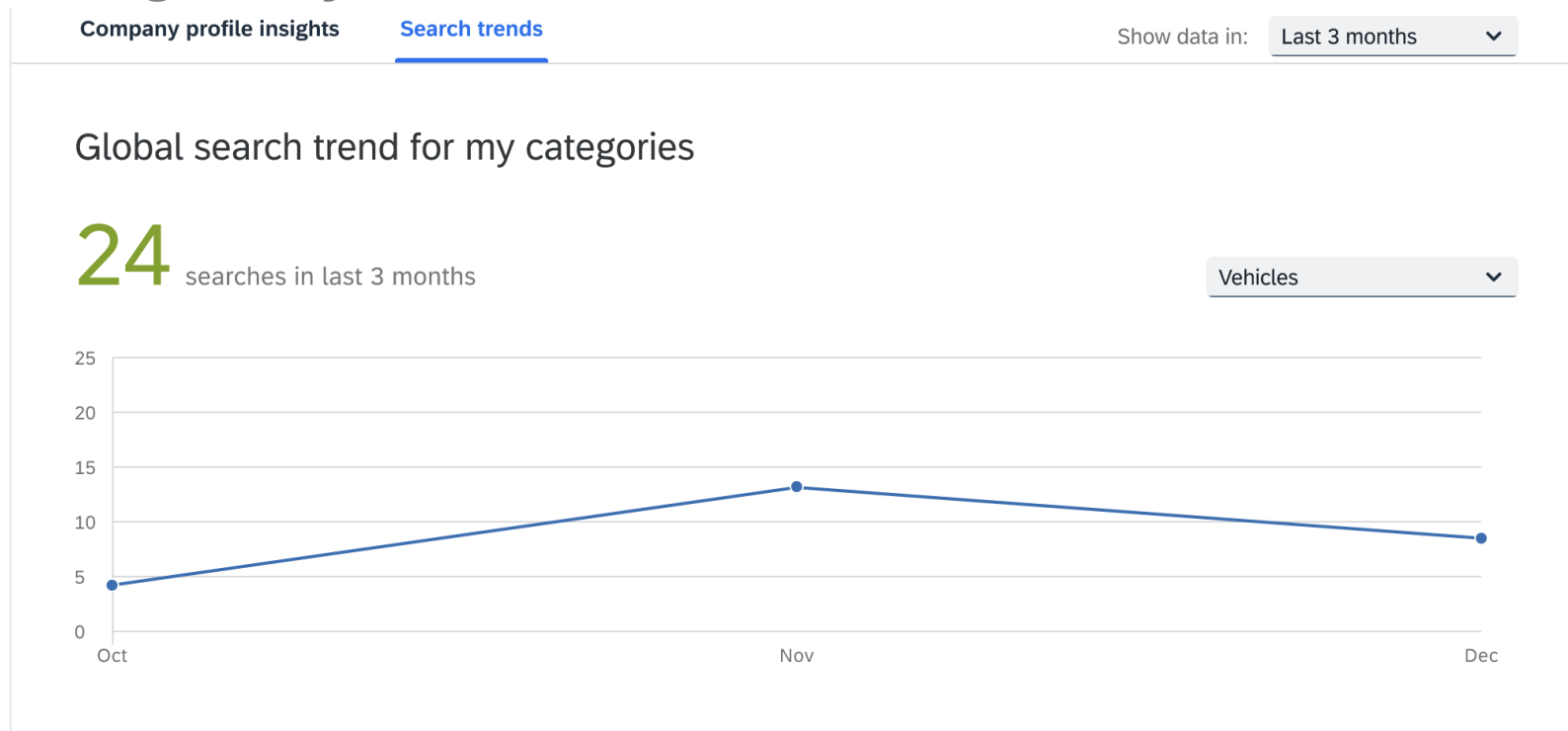
1) Company profile view trend for last 3,6,12 months



Feature Details

- Premium/Paid account

2) My commodity trend – How is the Search trending for the commodities configured in my profile globally



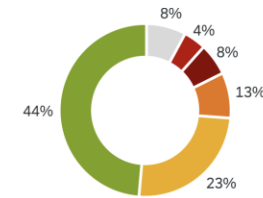
Feature Details

- Premium/Paid account

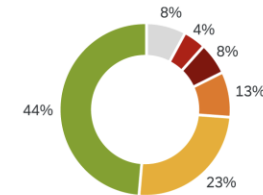
3) Top search criteria globally, for e.g. Category, Locations, etc.

Global top search criteria

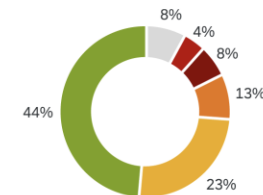
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