



91% Fewer Null Results.  
**28% More Revenue.**

How ADI transformed B2B Search with AI






## ◆ About ADI

As a \$4.2B distributor operating in 20+ countries, ADI supplies the security, AV, and smart living products behind conference rooms, commercial buildings, and smart homes everywhere. With a comprehensive catalog topping 500,000 SKUs, professional buyers rely on ADI for speed, precision, and availability.

Yet legacy search technology created growing friction: high null-search rates, complex product queries, and escalating manual work slowed both buyers and internal teams. To sustain its growth momentum, ADI needed a modern, AI-powered search experience built for B2B complexity.

[www.adiglobal.com](http://www.adiglobal.com)

## ◆ The Low Down

-  100,000+ customers
-  200+ locations
-  1,000+ suppliers
-  4,000+ team members

## ◆ Coveo Results

↓ **91%**

Reduction in null search rate

↑ **28%**

Increase in revenue tied to onsite search

↑ **9%**

Increase in conversion rate

↑ **16%**

Increase in average order value



## ◆ Laying The Foundation for Scalable Digital Growth

As part of a multi-year digital transformation, ADI set out to build an ecommerce experience that matched the expectations of its professional buyers. The team identified three pillars essential to delivering best-in-class B2B commerce: site speed and performance, intelligent search powered by AI, and clear visibility into inventory and order management.

As ADI's global footprint and catalog expanded, search emerged as the most urgent challenge. A double-digit null search rate created friction for both customers and internal sales teams, and the limitations of their existing search solution made continuous improvement difficult.

"As our business evolved, it became clear that our current search technology was not adequate to support our continued growth," said Stu Tisdale, Senior Vice President and Chief Experience Officer. "Search is the front door for our buyers, and it simply wasn't meeting their expectations."

## ◆ The Challenges

### Complex B2B Queries

ADI's buyers search using partial part numbers, UPCs, Amazon-specific codes, and require customer-specific pricing and availability to be reflected. The legacy system struggled to interpret these complex B2B patterns, often returning irrelevant results or no results at all, limiting discoverability and slowing high-intent purchasing decisions across multiple regions and product catalogs.

### High Operational Burden

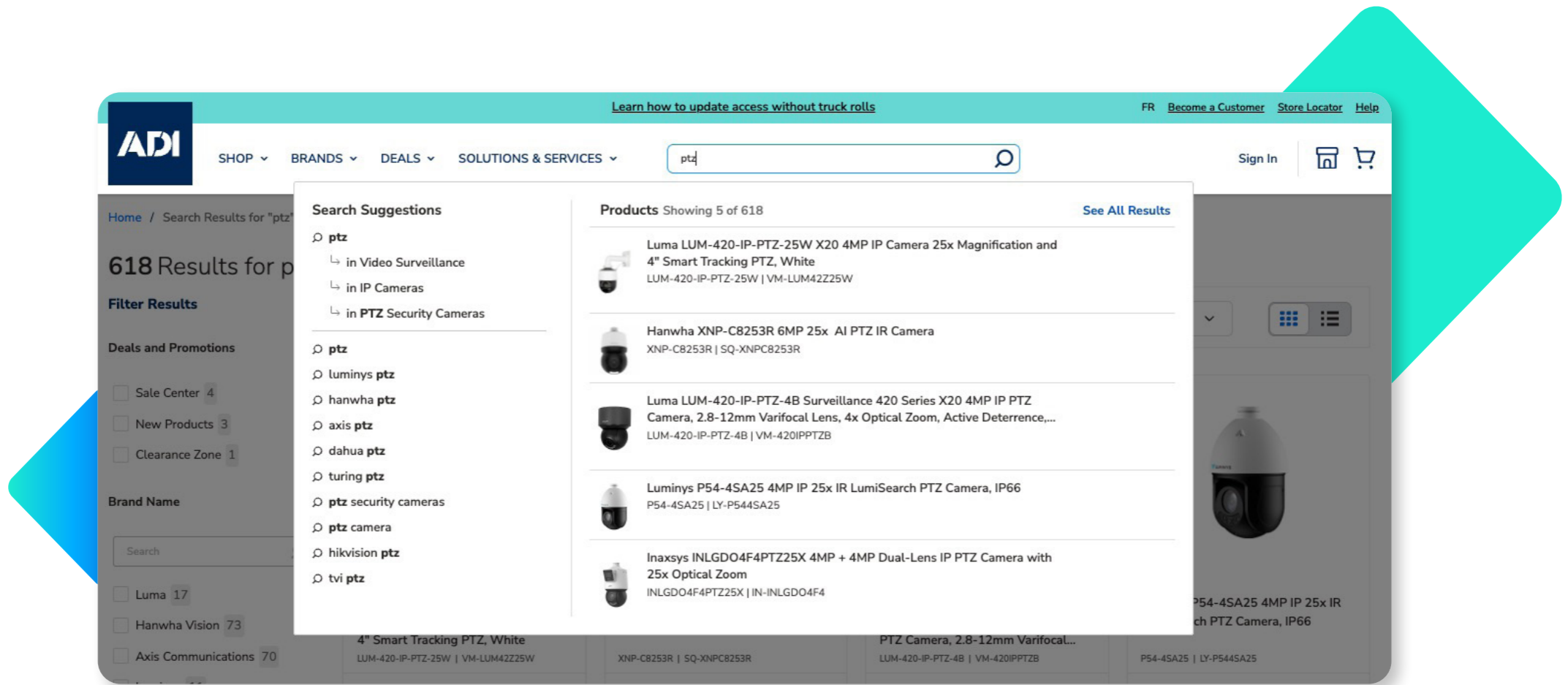
Digital merchants spent hours each week manually tuning search, creating pinning and ranking rules, and updating product listings. Every adjustment risked downstream errors, making continuous improvement slow and resource intensive. Without clear ownership or automation, scaling search across multiple sites and regions was inefficient and prone to mistakes.

### Scalability & Global Consistency

Expanding across 15+ sites, multiple languages, and diverse catalogs exposed the limits of ADI's legacy system. Regional teams struggled to manage inventories independently, with no reusable components. ADI needed a scalable, intelligent solution to deliver consistent, high-quality product discovery and operational efficiency across all countries and sites.

## ◆ Coveo Solutions

Coveo's AI-powered platform handles 500,000+ SKUs across global sites, delivering instant relevance for complex B2B queries while drastically reducing null search results and driving conversion and revenue growth.



## ◆ Every Use Case, Covered

Following a robust RFP process, ADI selected Coveo for its deep B2B expertise, handling complex queries, partial part-number searches, and customer-specific pricing; its ability to deliver value to buyers, in-store teams, and digital merchants; and its unrivaled machine learning capabilities.

Stu Tisdale notes: “We validated our B2B use cases during the RFP process, but implementation is where success is proven. So far, every scenario we’ve faced has been seamlessly addressed by Coveo.”

### AI Search

Optimizes search for relevance using lexical precision and semantics combined with multiple ranking algorithms for popularity and intent.

### Query Suggestions

Recommends the most relevant search terms as users type, based on past successful searches, match quality, and personalized user behavior.

### Product Listings

AI that populates category or brand pages with the most relevant products to optimize for revenue per visit.

### Merchandising Hub

Dedicated hub to manage search, listings, and recommendations with a UI that visualizes AI results combined with merchandised rules.



**Watching the relevancy  
of search results improve  
day by day, week by week has  
proved Coveo's say-do ratio.  
The AI works, it learns,  
and it improves."**

**Stu Tisdale, Senior Vice President and Chief Experience Officer,  
ADI Global**



## ◆ Global Implementation

ADI teamed up with Perficient to implement Coveo across the U.S., Americas, and EMEA, leveraging reusable components and regional insights to accelerate rollout while maintaining consistent performance. Even with the mid-implementation acquisition of Snap One — operating on a different commerce platform (HCL) — Perficient helped deliver precise configuration and a seamless user experience across all sites.

## ◆ Transforming Search, Driving Impact

### Easier Product Discovery

Coveo AI search ensures professional buyers consistently find the products they need. Null search rate dropped 91%, while high-intent searches — including partial part numbers, UPCs, and complex identifiers — now return accurate, relevant results. On launch day alone, Coveo-powered search generated meaningful attributable revenue, improving both customer satisfaction and internal sales efficiency.

### Operational Efficiency

Digital merchants no longer spend hours manually tuning search, creating pinning rules, or building listings. The Coveo Merchandising Hub reduces reactive work, letting teams focus on strategy, while in-store sales teams benefit from faster, more precise search results that help them serve customers more effectively.

### Continuous Improvement

Coveo's machine learning models observe user behavior and adjust rankings in real time. When customers search using unfamiliar SKUs or partial numbers, the system learns from how they refine searches and which products they ultimately purchase. Within days, these connections are automatically created, eliminating future null results and improving discovery for similar queries.






“

**The out-of-the-box results exceeded our expectations. We saw immediate improvements during go-live, with performance trending upward across almost all KPIs. Moving from a double-digit null search rate to less than two percent is fantastic.”**

**Hunter Brady**, Global Digital Experience Product Manager, ADI Global





## ◆ Trust the AI

Implementing AI search at enterprise scale required ADI to embrace a new mindset: trusting the system to learn and improve. Rather than over-managing relevance with pre-existing rules, the team allowed Coveo's machine learning models to observe user behavior, adjust rankings, and refine results automatically.

"If you go in with a thousand search rules, you risk over-complicating things," says Hunter Brady. "By starting with a clean slate and monitoring performance, we saw almost immediate improvements in search relevance."

Trusting the AI has enabled continuous learning, faster optimization, and a more precise, intuitive experience for professional buyers.

◆ **What's Next:  
Expanding AI  
Across the Business**

ADI's success with AI-powered search has opened the door to broader applications of Coveo's technology across the organization. As conversational AI experiences reshape customer expectations across industries, ADI recognizes the opportunity to leverage these capabilities beyond commerce.

As ADI looks to expand its capabilities, Coveo is ready to serve as a collaborative partner to help the business reach its goals and further elevate the customer experience.





## ◆ About Coveo

Coveo brings its superior AI-Relevance™ Platform to every point-of-experience and agent, transforming how enterprises connect with their customers and employees to maximize business outcomes.

For more information, visit: [coveo.com](https://coveo.com)

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