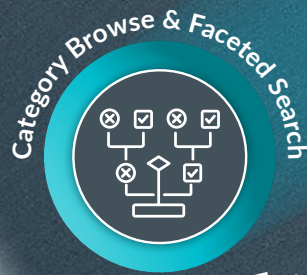PARADIGM **B2B**

2025
MIDMARKET EDITION

PARADIGM B2B COMBINE

FOR SEARCH AND DISCOVERY SOLUTIONS

by Andy Hoar

Category Browse & Faceted Search

Guided Selling

Keyword/Term Site Search

Merchandising & Results Management

Personalization

Recommendations

User Friendliness

Ability to Execute

Partner Ecosystem

Customer Service & Support

Vision & Strategy

Total Cost of Ownership (TCO)

PRODUCT CAPABILITIES

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2025 | Midmarket Edition

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PRODUCT ANALYSIS & SCORES

The 2025 Paradigm B2B Combine

Informed by leading B2B Search & Discovery practitioners and designed to zero in on the individual strengths and weaknesses of vendors, the Paradigm B2B Combine (Midmarket Edition) is targeted directly at the key interests of the Search & Discovery technology buyer. In my years covering the B2B industry, B2B practitioners rarely asked me to force-rank software solutions. Rather, not only did they ask me about the capabilities of the product (e.g., personalization, recommendations), but they frequently asked me how well companies have historically delivered on their promises (e.g., vision, pricing).

For example, I was often asked by B2B practitioners how responsive a particular vendor's team was if there was an outage, or how many and what kind of partners they had in their services ecosystem, or how open they were to feedback and product roadmap suggestions. These questions mattered to the buyers I worked with as much as, or more than, how many features a product had or what it cost relative to a competitor's offering.

I created the Paradigm B2B Combine to give the people who buy Search & Discovery solutions my unvarnished assessment of how well vendors are performing in critical categories. I'm mirroring the combine process that professional sports teams use to evaluate the capabilities and fit of draft candidates across key performance areas. My goal is to make it possible for those managing Search & Discovery solutions to easily determine where and how a solution best meets their customer needs and aligns with their culture, technology stack and partner ecosystem.

Sincerely,

Andy Hoar

The Paradigm B2B Combine Difference

Andy Hoar established the criteria for the Search & Discovery Combine based on years of experience in the space and recent interviews with senior B2B practitioners, systems integrators, and Search & Discovery platform vendors.

technology buyers. The Paradigm B2B Combine scores each solution in mutually exclusive categories and awards Gold, Silver, and Bronze medal distinctions to finishers within certain scoring ranges.

The purpose of the Paradigm B2B Combine is not to force-rank solutions, but rather to score the

The decision-making dynamic for Search & Discovery platform technologies today is too complex to capture in a single, two-dimensional graphic. It's also the case that there is no single solution that addresses all of the needs of Search & Discovery platform

capabilities of certain offerings against objective criteria and enable buyers to see where individual solutions are relatively strong vs. weak. The goal is to put the Search & Discovery platform vendors through the paces so that buyers can make well-informed decisions without having to spend months of time executing their own research.

Search & Discovery Solutions Defined

Search & Discovery solutions make it possible for B2B manufacturers, distributors, wholesalers, and resellers to most effectively merchandise and sell their goods and services to B2B customers who are actively seeking to buy. These tools enable B2B buyers to find the most relevant product or service, in the most convenient format available, within the fastest time possible. These solutions include (but are not limited to) functionality modules and capabilities such as: keyword search, synonym identification, content and image search, boost & bury capability, results optimization, taxonomy management, attribute sorting, personalization, recommendations, analytics and reporting, and guided selling.

The Midmarket Combine evaluated 8 leading solutions

Algolia	algolia
Constructor	Constructor
Coveo	coveo™
GroupBy	groupby a rezolve company
HawkSearch	hawksearch By Bridgeline
Klevu	KLEVU
SPARQUE.AI	SPARQUE·AI
Zoovu	ZOOVU

Scoring Methodology

Paradigm B2B selects all vendors to evaluate and only allows invited companies to participate. The evaluation is a pure "no pay for play" process—no vendors can pay for admission to or placement within the Combine. All evaluated vendors are given the same opportunity to present their company vision, product capabilities and roadmap, go-to-market strategies and tactics, partner ecosystem, and customer case studies.

Paradigm B2B uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B and should not be considered statements of fact.

STRATEGIC PILLARS

- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership (TCO)
- Vision & Strategy

PRODUCT CAPABILITIES

- Category Browse & Faceted Search
- Guided Selling
- Keyword/Term Site Search
- Merchandising & Results Management
- Personalization
- Recommendations
- User Friendliness

Strategic Pillars Defined

Ability to Execute

Like all vendors, Search & Discovery platform vendors struggle to deliver on promises—and clients know it. Everyone has had a bad experience with a vendor over-promising and underdelivering. Savvy practitioners are now doing deep due diligence on the quality of the management team and the resources of the company to determine whether vendors can actually make good on their claims.

Customer Service & Support

Problems always arise in the implementation and operation of a Search & Discovery platform. Most of the time the issues are minor, but sometimes they're major. Vendors today must maintain detailed processes and policies in order to ensure that they are highly-available and eminently-qualified to fix problems.

Partner Ecosystem

B2B companies know that no platform stands alone within a technology stack and no solution has a monopoly on using the company's data. Every platform is augmented by independent developers and implementation partners. The breadth and depth of the ecosystem is now a critical factor in the decision-making dynamic.

Total Cost of Ownership (TCO)

Whether a B2B company has millions or just tens of thousands of dollars to spend on installing and implementing a solution, the price of the platform matters. Beyond the initial price, a platform can quickly go from affordable to unaffordable over a 3-5 year time period when the full costs of implementation, operation, and maintenance are incorporated.

Vision & Strategy

Choosing a Search & Discovery platform is a major investment of time and money. B2B companies know that their digital success is tied to their vendor's success. It's important that vendors be crystal clear about their near-term roadmap and long-term vision and how they plan to recruit partners and acquire customers.

Product Capabilities Defined

Category Browse & Faceted Search

B2B buyers must see standardized features and descriptions to be able to compare similar products and services. This section describes the functionality that B2B search and discovery solutions use to support a dynamic, filtered presentation of product and service categories, dimensions, and attributes.

Guided Selling

With an ever-growing catalog of products and services to choose from, B2B buyers need help deciding. This section describes the functionality that enables B2B sellers to use standard technologies like search, and emerging interfaces like chatbots and voice assistants, to help B2B buyers refine a search, receive directed help, and resolve long-form natural language questions.

Keyword/Term Site Search

It is a truism in the world of B2B that buyers cannot buy on a site what they cannot find on a site. This section describes how Search & Discovery solutions recognize the term being searched for within a document, file, or image and ensure that the results are relevant to that search.

Merchandising & Results Management

B2B buyer attention is short and what customers see first matters. This section describes the functionality that enables B2B sellers to display search results in such a way that those items that are most relevant to B2B buyers are displayed most prominently.

Product Capabilities Defined
(continued)

Personalization

All B2B buyers today expect tailored buying experiences. Increasingly, they also expect B2B sellers to have deep knowledge of their historical, and expected future, buyer behavior. This section describes the functionality that enables sellers to rapidly customize an describes how B2B sellers can offer B2B buyers high-quality suggestions based on key attributes predicated on user-specific and generalized input criteria.

User Friendliness

As we all know, it's hard to make something easy. Creating an uncluttered B2B buying experience

experience to B2B buyers based on past purchase history and negotiated, custom prices for specific products. requires that B2B sellers be well informed about customer journeys and buyer preferences via intelligent interface design, A/B testing, user dashboards, and real-time data gathering. This section describes how B2B sellers design and experiment on the site, offer training, and use analysis and reporting to iterate quickly.

Recommendations

Sometimes B2B buyers know what they want when they visit a website, and sometimes they don't. This section

CATEGORY ANALYSIS

Ability to Execute

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
		Constructor
Algolia		GroupBy
Coveo	SPARQUE.AI	Klevu

Criteria

Understaffed and underfunded eCommerce platform vendors struggle to deliver on promises—and clients know it. Everyone has had a bad experience with a vendor over-promising and underdelivering. Savvy practitioners are now doing deep due diligence on the quality of the management team and the resources of the company to determine whether vendors can actually make good on their claims.

▶ Management team experience and domain expertise

▶ Resourcing levels

▶ B2B priority/focus

▶ Overall staffing levels

CATEGORY ANALYSIS

Customer Service & Support

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
Constructor		
Coveo		
GroupBy	(no silver medals awarded)	Algolia
HawkSearch		SPARQUE.AI
Zoovu		

Criteria

Problems always arise in the implementation and operation of an eCommerce platform. Most of the time the issues are minor, but sometimes they're major. Vendors today must maintain detailed processes and policies in order to ensure that they are highly-available and eminently qualified to fix problems.

- ▶ SLAs, customer policies, and maintenance contracts
- ▶ (Customer Service Rep) CSR structure, staffing, and training
- ▶ Customer service metrics and measures

CATEGORY ANALYSIS

Partner Ecosystem

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
(no gold medals awarded)	Algolia	(no bronze medals awarded)
	Coveo	
	HawkSearch	

Criteria

B2B companies know that they're no longer buying a one-size-fits-all platform that's owned and operated by one company. Every platform is augmented by independent developers and implementation partners. The breadth and depth of the ecosystem is now a critical factor in the decision-making dynamic.

- ▶ Implementation partner footprint
- ▶ Front-end design and customer experience partner footprint
- ▶ Developer footprint

CATEGORY ANALYSIS

Total Cost of Ownership

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
HawkSearch		Algolia
Klevu	(no silver medals awarded)	Coveo
SPARQUE.AI		GroupBy
		Zoovu

Criteria

Whether a B2B company has millions or just tens of thousands of dollars to spend on installing and implementing a solution, the price of the platform matters. Beyond the initial price, a platform can quickly go from affordable to unaffordable over a 3-5 year time period when the full costs of implementation, operation, and maintenance are incorporated.

▶ Average annual license or subscription pricing (including maintenance)

▶ Average implementation cost by size of project

CATEGORY ANALYSIS

Vision & Strategy

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD medal — VISION & STRATEGY MIDMARKET 2025	SILVER medal — VISION & STRATEGY MIDMARKET 2025	BRONZE medal — VISION & STRATEGY MIDMARKET 2025
Algolia	**Constructor**	**HawkSearch**
Klevu	**Coveo**	**Zoovu**

Criteria

Choosing an eCommerce platform is a major investment of time and money. B2B companies know that their digital success is tied to their vendor's success. It's important that vendors be crystal clear about their near-term roadmap and long-term vision and how they plan to recruit partners and acquire customers.

- ▶ 3-5 year vision
- ▶ 18 month roadmap
- ▶ Sales momentum
- ▶ Partner momentum

CATEGORY ANALYSIS

Category Browse & Faceted Search

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
Coveo	Algolia	Constructor
GroupBy	Zoovu	HawkSearch
Klevu		SPARQUE.AI

Criteria

B2B buyers must see standardized features and descriptions to be able to compare similar products and services. This section describes the functionality that B2B search and discovery solutions use to support a dynamic, filtered presentation of product and service categories, dimensions, and attributes.

- ▶ Classification and taxonomy management
- ▶ Navigation attribute selection and sort
- ▶ Navigation attribute value normalization
- ▶ Navigation attribute value sort

CATEGORY ANALYSIS

Guided Selling

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
Algolia	Constructor	Klevu
Zoovu	Coveo	SPARQUE.AI
	GroupBy	

Criteria

With an ever-growing catalog of products and services to choose from, B2B buyers need help deciding. This section describes the functionality that enables B2B sellers to use standard technologies like search, and emerging interfaces like chatbots and voice assistants, to help B2B buyers refine a search, receive directed help, and resolve long-form natural language questions.
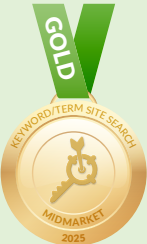
▶ Customer interface and interaction

▶ Workflow setup and configuration

▶ Guided selling customer experience

▶ Results and output

CATEGORY ANALYSIS

Keyword/Term Site Search

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
Algolia		
Constructor	Klevu	HawkSearch
Coveo	SPARQUE.AI	
GroupBy		

Criteria

It is a truism in the world of B2B that buyers cannot buy on a site what they cannot find on a site. This section describes how Search & Discovery solutions recognize the term being searched for within a document, file, or image and ensure that the results are relevant to that search.

- ▶ Technology architecture
- ▶ Synonym identification
- ▶ Part number search
- ▶ Multiple language support
- ▶ Autosuggest
- ▶ Content search
- ▶ Image search

CATEGORY ANALYSIS

Merchandising & Results Management

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
Constructor	Algolia	Zoovu
Klevu	Coveo	
SPARQUE.AI	GroupBy	
	HawkSearch	

Criteria

B2B buyer attention is short and what customers see first matters. This section describes the functionality that enables B2B sellers to display search results in such a way that those items that are most relevant to B2B buyers are displayed most prominently.

- ▶ Boost/Bury/Block/Remove rules
- ▶ Locking and slotting in place
- ▶ Product lifecycle support
- ▶ Results optimization
- ▶ Sponsored listings

CATEGORY ANALYSIS

Personalization

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
Constructor	Algolia	
GroupBy	Coveo	HawkSearch
SPARQUE.AI	Klevu	

Criteria

All B2B buyers today expect tailored buying experiences. Increasingly, they also expect B2B sellers to have deep knowledge of their historical, and expected future, buyer behavior. This section describes the functionality that enables sellers to rapidly customize an experience to B2B buyers based on past purchase history and negotiated, custom prices for specific products.

▶ Catalog and pricing specificity

▶ Segment identification & management

▶ Segment granularity

▶ Segment "rollup" and attribution

CATEGORY ANALYSIS

Recommendations

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	**SILVER**	**BRONZE**
Coveo		
HawkSearch		
Klevu	Constructor	Algolia
SPARQUE.AI	GroupBy	
Zoovu		

Criteria

Sometimes B2B buyers know what they want when they visit a website, and sometimes they don't. This section describes how B2B sellers can offer B2B buyers high-quality suggestions based on key attributes predicated on user-specific and generalized input criteria.

▶ Algorithm diversity

▶ Consideration window

▶ Placement and propensity

CATEGORY ANALYSIS

User Friendliness

Top finishers (in alphabetical order)

EXCEPTIONAL	SUPERIOR	DIFFERENTIATED
GOLD	SILVER	BRONZE
HawkSearch	Algolia	Klevu
	Constructor	Zoovu
	Coveo	

Criteria

As we all know, it's hard to make something easy. Creating an uncluttered B2B buying experience requires that B2B sellers be well informed about customer journeys and preferences. This section describes how B2B sellers design and experiment on the site, offer training, and use analysis and reporting to iterate quickly.

- ▶ UX design
- ▶ Documentation and training materials
- ▶ A/B testing ease of use
- ▶ Analytics
- ▶ Reporting

PRODUCT ANALYSIS

Algolia

algolia

Algolia medaled in 12 of the 12 categories of the 2025 Midmarket Combine evaluation (4 gold medals, 5 silver medals, 3 bronze medals). Algolia processes nearly 2 trillion search queries per year, second only to Google, and differentiates itself based on the speed of the results sets it returns and the transparency it offers customers regarding the performance of its algorithms. Pricing tiers are based on the number of keystrokes initiated as a part of a broader query framework. Algolia is a privately held company headquartered in San Francisco, CA (USA).

Customers spoke highly of Algolia's analytics and reporting capability, visibility into the performance of the system, and the ease with which the solution can be set up. Some customers expressed concern about the potential for Algolia's pricing model becoming unaffordable to customers with especially large data sets, the company's choice to make AI a premium-priced offering, and relatively weak recommendations.

STRENGTHS	ROOM FOR IMPROVEMENT
▶ Impressive query speed	▶ Additional charges for some key AI functionality
▶ Ease of website integration	▶ Underdeveloped documentation
▶ Access to a rich set of starter facets out of the box	▶ Underpowered image search
▶ Strong analytics	▶ Relatively costly pricing model for large data sets
▶ Robust reporting	▶ Lightweight chat functionality

BOTTOM LINE   Algolia is a feature-rich search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a solution with a highly-scalable infrastructure optimized to deliver industry-leading fast search results.

SCORING RESULTS ▶

PRODUCT SCORES

Algolia

Category breakdown

algolia

STRATEGIC PILLARS

GOLD	Ability to Execute
BRONZE	Customer Service & Support
SILVER	Partner Ecosystem
BRONZE	Total Cost of Ownership
GOLD	Vision & Strategy

PRODUCT CAPABILITIES

SILVER	Category Browse & Faceted Search
GOLD	Guided Selling
GOLD	Keyword/Term Site Search
SILVER	Merchandising & Results Management
SILVER	Personalization
BRONZE	Recommendations
SILVER	User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

Constructor

Constructor

Constructor medaled in 10 of the 12 categories of the 2025 Midmarket Combine evaluation (4 gold medals, 4 silver medals, 2 bronze medals). Constructor is a commerce-centric search & discovery platform that uses clickstream data to train machine learning-based algorithms to produce targeted search results. Pricing tiers are based on a combination of the number of queries, size of the catalog, complexity of the data set, and the number of modules used. Constructor is a privately held company headquartered in San Francisco, California.

Customers spoke highly of Constructor's unique clickstream-centric approach that automates many of the traditional functions associated with onboarding and operating a search & discovery platform. Some customers expressed concern that they need "technical chops" to implement the platform, and that Constructor's dependence on clickstream data makes long-tail searches more challenging (since there is limited data for infrequently-purchased items).

STRENGTHS	ROOM FOR IMPROVEMENT
▶ Real-time personalization	▶ Premium pricing hurdle
▶ AI-generated synonyms	▶ Underdeveloped dashboard functionality
▶ AI-managed boost and bury	▶ Underpowered long-tail search capability due to lack of long-tail clickstream data
▶ Accessible senior management team	▶ Customers need some technical expertise to manage and optimize
▶ AI-driven onboarding process	▶ Underdeveloped document search capability

BOTTOM LINE   Constructor is a search & discovery platform that is particularly well-suited for midmarket B2B companies with significant clickstream data looking for a largely automated AI/ML-driven solution that can be run by a small but technically-inclined team.
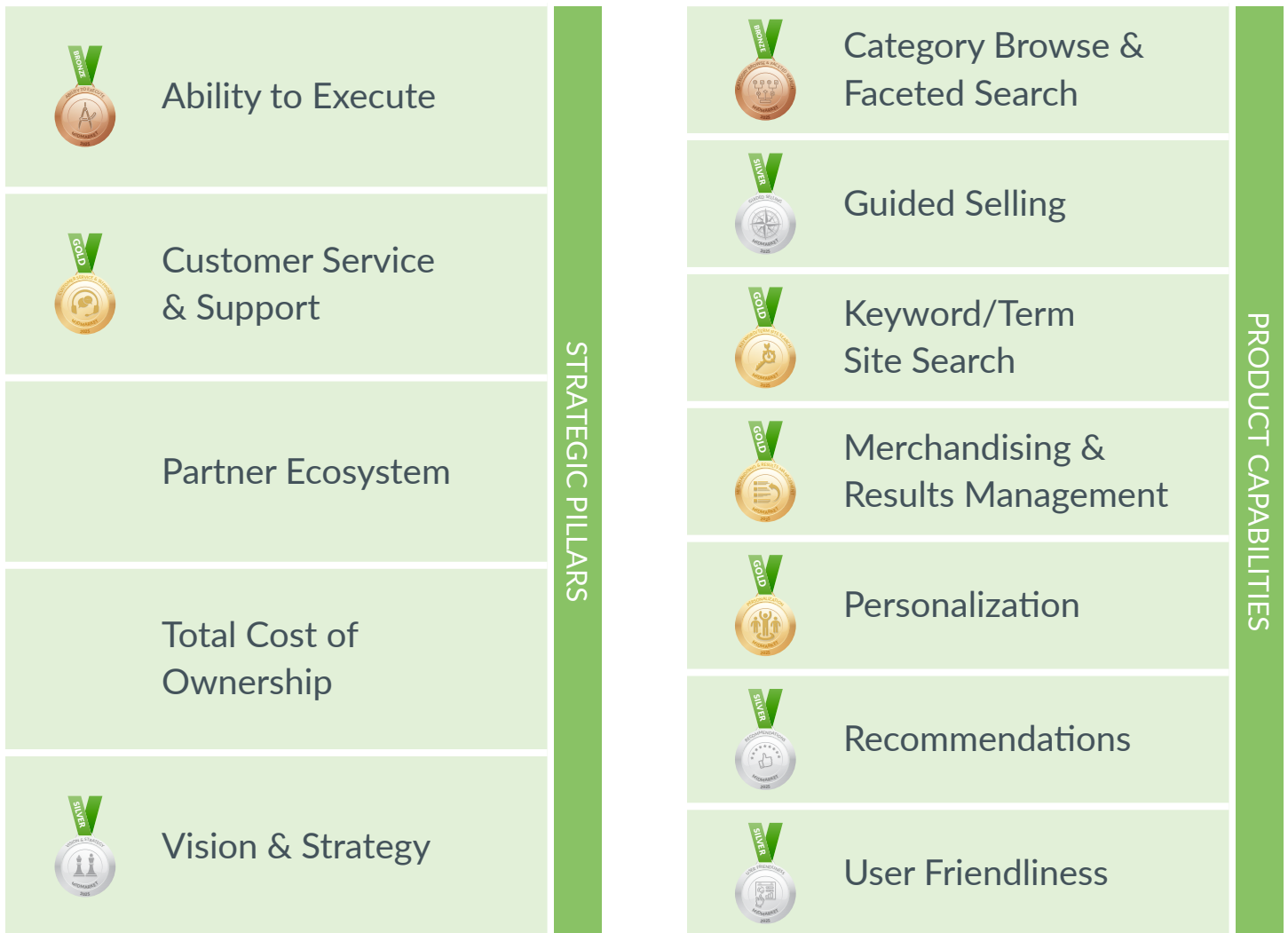
SCORING RESULTS ▶

PRODUCT SCORES

Constructor

⏻ Constructor

Category breakdown

STRATEGIC PILLARS

🥉	Ability to Execute
🥇	Customer Service & Support
	Partner Ecosystem
	Total Cost of Ownership
🥈	Vision & Strategy

PRODUCT CAPABILITIES

🥉	Category Browse & Faceted Search
🥈	Guided Selling
🥇	Keyword/Term Site Search
🥇	Merchandising & Results Management
🥇	Personalization
🥈	Recommendations
🥈	User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

Coveo

coveo™

Coveo medaled in 12 of the 12 categories of the 2025 Midmarket Combine evaluation (5 gold medals, 6 silver medals, 1 bronze medal). Coveo is a search & discovery platform that optimizes for handling large data sets, complex catalogs, and a diverse set of search types – including multi-token searches. Pricing tiers are based on search usage (queries per month), with the number of SKUs and recommendations as additional scaling parameters. Coveo is a publicly traded company listed on the Toronto Stock Exchange (TSX) and is headquartered in Quebec City, Canada.

Customers spoke highly of Coveo's AI mindset, robust recommendations functionality, and impressive customer service. Some customers said they wished that Coveo's administrative user interface was more "user friendly," that there were more and better data integrations available out of the box, and that Coveo's commerce analytics functionality was a bit more mature.

STRENGTHS	ROOM FOR IMPROVEMENT
▶ Robust AI feature set (built in guardrails)	▶ Underpowered sponsored listings
▶ Impressive customer service	▶ Underdeveloped administrative user interface
▶ Strong reporting functionality	▶ Underpowered commerce analytics functionality
▶ Dynamic faceting	▶ Lightweight data integrations
▶ Robust recommendations capability	▶ Underpowered developer footprint

BOTTOM LINE   Coveo is a search & discovery platform that is particularly well-suited for larger midmarket B2B companies looking for a business value-focused solution purpose built to handle complex content catalogs and big data sets.

SCORING RESULTS ▶

PRODUCT SCORES

Coveo

coveo™

Category breakdown

STRATEGIC PILLARS

- **Ability to Execute** — GOLD
- **Customer Service & Support** — GOLD
- **Partner Ecosystem** — SILVER
- **Total Cost of Ownership** — BRONZE
- **Vision & Strategy** — SILVER

PRODUCT CAPABILITIES

- **Category Browse & Faceted Search** — GOLD
- **Guided Selling** — SILVER
- **Keyword/Term Site Search** — GOLD
- **Merchandising & Results Management** — SILVER
- **Personalization** — SILVER
- **Recommendations** — GOLD
- **User Friendliness** — SILVER

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

GroupBy

groupby
a *rezolve*ai company

GroupBy medaled in 9 of the 12 categories of the 2025 Midmarket Combine evaluation (4 gold medals, 3 silver medals, 2 bronze medals). GroupBy is a B2B search & discovery platform that's powered by Google Cloud Vertex AI Search for Retail and includes all that Google's product engineering and search expertise offers. Pricing tiers are based on the number of queries processed. GroupBy is a privately held company headquartered in Toronto, Canada.

Customers spoke highly of GroupBy's dedication to customer service and the company's "powered by" relationship with Google Cloud Vertex AI Search for Retail and the ongoing, leading-edge feature development associated with it. Some customers expressed concern, ironically, about GroupBy's deep dependence on Google for pricing predictability and feature development.

STRENGTHS

▶ Platform powered by feature-rich Google Cloud Vertex AI Search for Retail

▶ Forward-thinking and open-minded management team

▶ Hands on customer success model

▶ Deep and broad library of Google-derived synonyms

▶ Clean interface

ROOM FOR IMPROVEMENT

▶ Dependence on Google for pricing predictability and feature development

▶ Still developing support model for enterprise-level client segments

▶ Growing pains around release announcements and feature communications protocols

▶ Underpowered analytics

▶ Underdeveloped content and image search capabilities

BOTTOM LINE GroupBy is a search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a highly-scalable and proven solution powered by Google's B2C search technology that can handle complex, custom B2B catalogs.

SCORING RESULTS ▶

PRODUCT SCORES

GroupBy

Category breakdown
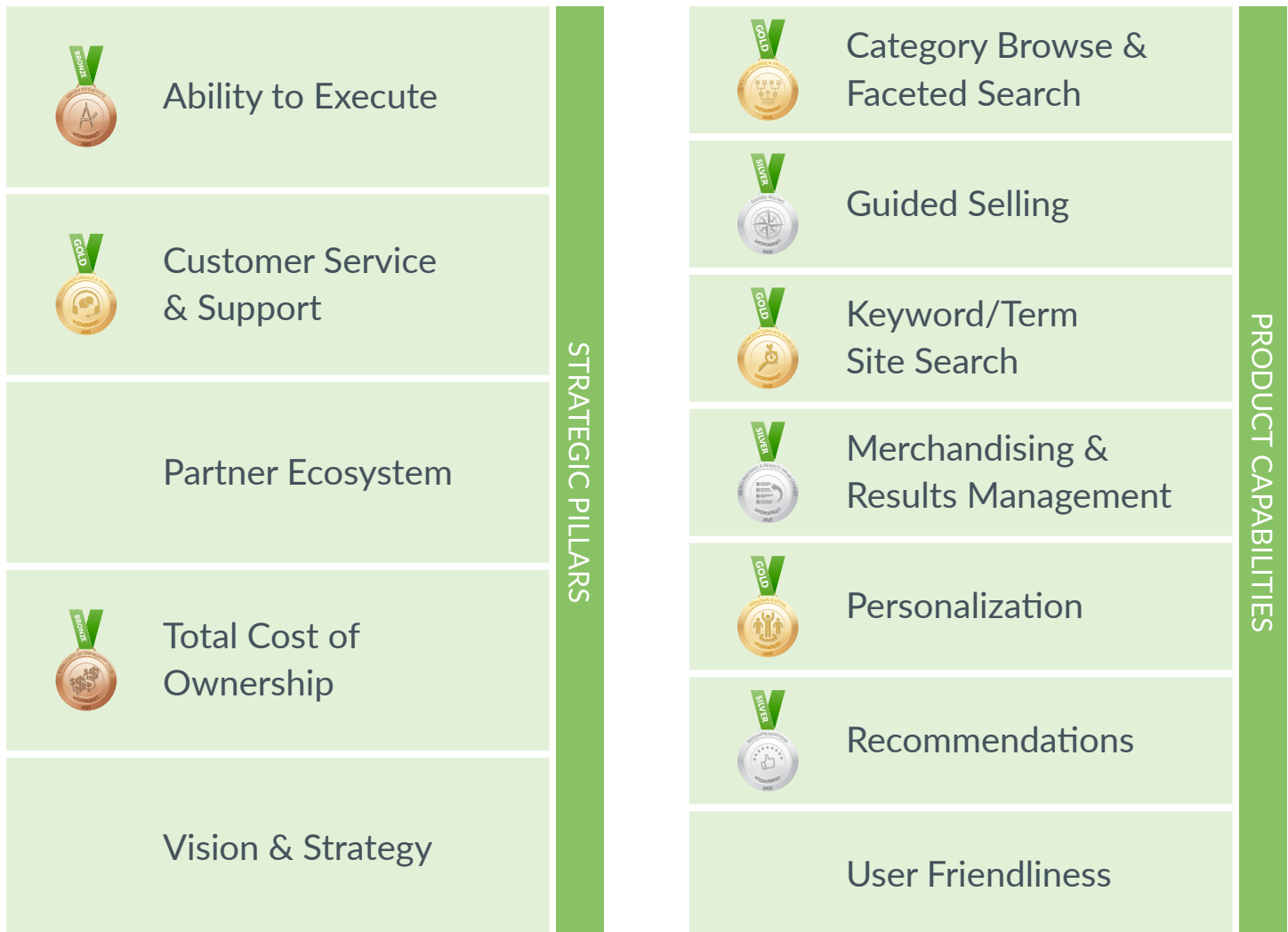
STRATEGIC PILLARS

- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership
- Vision & Strategy

PRODUCT CAPABILITIES

- Category Browse & Faceted Search
- Guided Selling
- Keyword/Term Site Search
- Merchandising & Results Management
- Personalization
- Recommendations
- User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

HawkSearch

hawksearch
By Bridgeline

HawkSearch medaled in 10 of the 12 categories of the 2025 Midmarket Combine evaluation (4 gold medals, 2 silver medals, 4 bronze medals). HawkSearch is a B2B search & discovery platform with a strong track record of delivering key packaged capabilities (recommendations in particular) via an extensive list of partners. Pricing tiers are based on the number of API calls, records, and attributes. HawkSearch is a publicly traded company headquartered in Woodbury, NY.

Customers spoke highly of HawkSearch's recommendations and reporting capabilities, as well as the platform's UX design. Some customers expressed concern about HawkSearch's A/B testing functionality, facet setup and administration, and guided selling offering.

STRENGTHS	ROOM FOR IMPROVEMENT
▶ Mature reporting capabilities	▶ Lightweight A/B testing capabilities
▶ Robust user-friendly workbench and UX design	▶ Underpowered sponsored listings
▶ Strong customer service	▶ Complicated facet setup and administration
▶ Impressive recommendations capabilities	▶ Underdeveloped segmentation functionality
▶ Extensive documentation	▶ Underpowered guided selling

BOTTOM LINE HawkSearch is a search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a cost-effective solution with strong recommendations capability that's well supported by partners and strong customer service.

SCORING RESULTS ▶

PRODUCT SCORES

HawkSearch

Category breakdown

STRATEGIC PILLARS

Ability to Execute

Customer Service & Support

Partner Ecosystem

Total Cost of Ownership

Vision & Strategy

PRODUCT CAPABILITIES

Category Browse & Faceted Search

Guided Selling

Keyword/Term Site Search

Merchandising & Results Management

Personalization

Recommendations

User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

Klevu

⋀ KLEVU

Klevu medaled in 10 of the 12 categories of the 2025 Midmarket Combine evaluation (5 gold medals, 2 silver medals, 3 bronze medals). Klevu is a highly flexible, value-priced B2B search & discovery platform founded in 2013 based on an early concept of semantic search. Pricing tiers are based on the number of queries and the size of the catalog. Klevu is a privately held company headquartered in Helsinki, Finland.

Customers spoke highly of Klevu's ability to auto-generate synonyms, dynamically manage facets, and offer high-quality recommendations. Some customers expressed concern about Klevu's slower search processing time, limited searchandising capabilities, and lack of strong content search functionality.

STRENGTHS

▶ Automated synonym creation

▶ Strong boost and bury functionality

▶ Dynamic facet management

▶ Strong recommendations capability

▶ Business user-friendly interface

ROOM FOR IMPROVEMENT

▶ Limited searchandising capabilities

▶ Underdeveloped segmentation functionality

▶ Underpowered content search capabilities

▶ Underdeveloped customer service function

▶ Underpowered image search capabilities

BOTTOM LINE

Klevu is a search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a semantic search-centric solution that's easy to use and offers robust tooling for getting up and running quickly and inexpensively.

SCORING RESULTS ▶

PRODUCT SCORES

Klevu

↟ KLEVU

Category breakdown

STRATEGIC PILLARS

- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership
- Vision & Strategy

PRODUCT CAPABILITIES

- Category Browse & Faceted Search
- Guided Selling
- Keyword/Term Site Search
- Merchandising & Results Management
- Personalization
- Recommendations
- User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

SPARQUE.AI

SPARQUE•AI

SPARQUE.AI medaled in 9 of the 12 categories of the 2025 Midmarket Combine evaluation (4 gold medals, 2 silver medals, 3 bronze medals). SPARQUE.AI is an object-based B2B search & discovery platform that was built from the bottom up to allow customers to create their own algorithms. Pricing tiers are based on the number of records covered and API calls. SPARQUE.AI is located in Utrecht, The Netherlands and is a subsidiary of Intershop, a publicly traded company headquartered in Jena, Germany.

Customers spoke highly of SPARQUE.AI's "highly-flexible" solution that enables customers to build their own algorithms, as well the ability to leverage the easy-to-approach management team that goes "above and beyond." Some customers expressed concern about the difficulty associated with building customized algorithms, the limited partner network, and the underdeveloped analytics dashboard.

STRENGTHS

▶ "Build your own" algorithms

▶ Impressive training

▶ Focus on customer service

▶ Highly-approachable and responsive management team

▶ Dynamic faceting

ROOM FOR IMPROVEMENT

▶ Steep learning curve for users to tweak strategies

▶ Underdeveloped partner network

▶ Underpowered image search capabilities

▶ Underdeveloped analytics functionality

▶ Limited A/B testing

BOTTOM LINE

SPARQUE.AI is a search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a highly-flexible solution with algorithms that can be optimized by properly trained practitioners to deliver a differentiated buyer experience.

SCORING RESULTS ▶

PRODUCT SCORES

SPARQUE.AI

SPARQUE·AI

Category breakdown

STRATEGIC PILLARS

- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership
- Vision & Strategy

PRODUCT CAPABILITIES

- Category Browse & Faceted Search
- Guided Selling
- Keyword/Term Site Search
- Merchandising & Results Management
- Personalization
- Recommendations
- User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

PRODUCT ANALYSIS

Zoovu

Zoovu medaled in 9 of the 12 categories of the 2025 Midmarket Combine evaluation (3 gold medals, 1 silver medal, 5 bronze medals). Zoovu is an ontology-based B2B search & discovery platform consisting of a 3-in-1 that includes Search + Guided Selling + Configurator all rolled into one and is based on a common data platform. Pricing tiers are based on usage of the platform across several dimensions including the number of SKUs, searches, conversations, etc. Zoovu is a privately held company headquartered in Boston, Massachusetts.

Customers spoke highly of Zoovu's mature guided selling functionality, strong product data enrichment capabilities, and embedded analytics across the suite. Some customers expressed concern about Zoovu's underdeveloped partner network, underpowered features (e.g., segmentation, sponsored listings, image search), and complex pricing model.

STRENGTHS

▶ Mature guided selling capability

▶ Uncomplicated customer service

▶ "Low code" and "no code" maintenance protocols

▶ Product data enrichment capabilities

▶ Embedded analytics functionality across the suite

ROOM FOR IMPROVEMENT

▶ Underdeveloped segmentation functionality

▶ Limited partner footprint

▶ Complicated pricing model

▶ Underpowered sponsored listings

▶ Underdeveloped image search capabilities

BOTTOM LINE Zoovu is a search & discovery platform that is particularly well-suited for midmarket B2B companies looking for a data-centric solution predicated on "conversational discovery" that can help customers zero in on the right products and services to fit very specific needs.

SCORING RESULTS ▶

PRODUCT SCORES

Zoovu

ZOOVU

Category breakdown

STRATEGIC PILLARS

- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership
- Vision & Strategy

PRODUCT CAPABILITIES

- Category Browse & Faceted Search
- Guided Selling
- Keyword/Term Site Search
- Merchandising & Results Management
- Personalization
- Recommendations
- User Friendliness

Paradigm B2B LLC uses a robust scoring methodology to evaluate all vendors on a scale of 1 to 5 across 48 detailed and weighted criteria. Medals are awarded based on composite scores in 12 distinct categories. Special weighting is given to the "voice of the customer" via market feedback that Paradigm B2B LLC gathered directly from dozens of vendor partners and clients. The opinions expressed in this report are those of Paradigm B2B LLC and should not be considered statements of fact.

About Andy Hoar

Andy Hoar is one of the world's leading authorities on B2B eCommerce and digital business and strategy. He's written about, and consulted extensively with, distributors and manufacturers at global Fortune 100 companies and leading B2B companies that are digitizing their direct and indirect selling initiatives. Prior to founding Paradigm B2B and Master B2B, his joint venture with Brian Beck, Andy was a vice president and principal analyst at Forrester Research, where he authored the seminal work on B2B eCommerce.

Andy has been quoted in various media outlets including The Wall Street Journal, Bloomberg, and CNBC. He is a summa cum laude graduate in economics from the University of Dayton and holds advanced degrees from Harvard University and Northwestern University.

About Paradigm B2B

Digital innovation produces an ever-changing, unpredictable, and challenging environment that can make or break a B2B company. To be successful, B2B companies must transform archaic business practices and business models and fundamentally rethink how they interact with customers.

Paradigm B2B's purpose is to help guide B2B companies through today's complex, digital-first environment. B2B companies need world-class strategies and roadmaps, as well as clearly differentiated customer experiences, in order to thrive in an increasingly disrupted commerce landscape. Paradigm B2B focuses on offering high-quality advice that's well-informed and immediately actionable.