



## Bebê Store Delivers a Better Shopping Experience

[www.bebestore.com.br](http://www.bebestore.com.br)

### Industry

Baby and Toddler

### Business Challenge

Unoptimized site search made it difficult for parents to find the items they needed at Bebê Store.

### Solution

E-commerce solutions from SLI Systems quickly boosted conversions and per-visit value from site search users.

### Previous Search Provider

Proprietary site search

**60%** boost in per-visit value from site search users

**78%** increase in conversions from site search users

Soothing a newborn to sleep is challenging enough. Shopping for a baby shouldn't have to be. Bebê Store founders was founded to simplify life for parents by creating an online store dedicated to the needs of babies, children and moms. The Brazilian online retailer offers an extensive catalog of more than 12,000 products so parents can purchase everything they need in one place. Before SLI, it was challenging for parents to find exactly what they had in mind on the site. After implementing SLI, Bebê Store customers are delighted with the relevancy of the search results when shopping for their children.

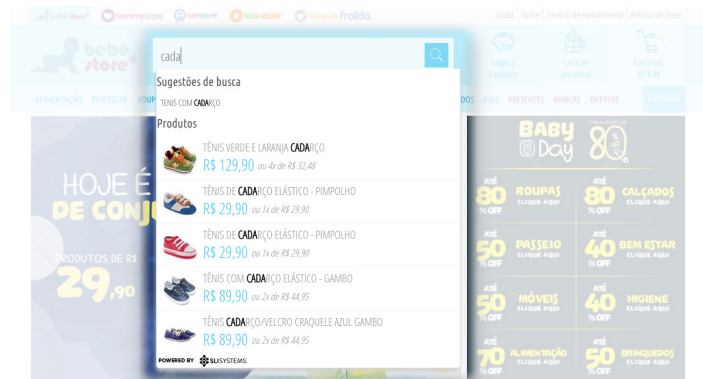
### SLI Solutions used by Bebê Store:



SEARCH



RICH AUTO COMPLETE



“Bebê Store was created to bring the convenience of online shopping to the hectic lives of new parents. SLI Systems makes shopping on our site even faster and easier with search results that match what parents had in mind.”

Paulo Carmo, IT and Projects Manager, Bebê Store



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