


boden.co.uk
Industry
Fashion

Business Challenge

With its massive range of clothing options, Boden needed its site search to be easy, accurate, helpful and fun for users.

Solution

Using a full suite of solutions from SLI Systems, plus a custom-built Facebook search, Boden improves conversions, order values, page views and SEO-driven sales.

Products

SEARCH

MERCHANDISING

**USER-GENERATED
SEO**

MOBILE

**DYNAMIC PRODUCT
BANNERS**
10% sales lift from Dynamic Product Banners
177% higher conversions using search
215% higher revenue using search per visit
31% more product views using Rich Auto Complete
SLI Solutions Fuel Business Growth for Boden

Boden, the UK-based international clothing retailer known for its bold patterns and bright colours, was founded in 1991 as a mail-order company with just eight menswear products. Boden began selling online in 1999 in the United Kingdom, and in the United States in 2002. Today the company is primarily an online and catalogue retailer, selling men's, women's, and children's apparel in the UK, the United States, France, Germany, and Austria. Boden has one standalone shop in London, and also operates pop-up storefronts around the UK.

In 2006, Boden re-launched its UK website, and sought a temporary solution to power its site search while the site was being introduced. To fill its temporary needs, the Boden team chose SLI Learning Search from SLI Systems simply as a stopgap measure until they could engineer their own solution. However, the team soon realised the power of Learning Search to deliver more accurate and relevant results for customers by "learning" from past site search activity and tracking visitors' search queries and clickthroughs. Knutton recognised the solution would be a better option than trying to design the search on their own—which would have been a complex and time-intensive task.

“When site search works well, people who use it buy more, they stay on our sites longer, and they convert at a higher rate. Site search is as important to us as layout and design and shopping carts when it comes to crafting the online experience.”

Paul Knutton, E-Commerce Manager, Boden

Intelligent Search Technology with Expert Guidance

“This wasn’t just a decision about technology, although Learning Search certainly had all of the essentials we needed, such as merchandising and customisability, as well as fast and easy implementation,” said Paul Knutton, e-commerce manager at Boden. “The experts at SLI were also part of the package. We realised right away that they could respond to any request we had during implementation and beyond—nothing was impossible for them, and this has never changed in our eight years of working together.”

Boden leveraged the power of Learning Search to deliver a wide array of search refinements to help people narrow down results and find exactly what they’re looking for. For example, visitors can click a number of boxes next to standard categories like age range, body shape, gender, style, size, colour and type of clothing (e.g. knitwear, tops & t-shirts, accessories), and see only results that are a perfect match for all their selections. The retailer takes it even further, offering refinement options that integrate user ratings and reviews, such as top rated by age, height, shape and size.

“This type of deep refinement capability really makes the difference between a site that truly considers customers’ needs versus one that is hastily planned,” said Knutton. “With so many refinement options available, people can really have fun seeing the various choices available and narrowing down their choices.”

With Learning Search, Boden has seen conversion rates for site search users that are nearly double the rate for non-site search users. Additionally, site search users spend 21% more on average than non-site search users, and site search users are worth upwards of 215% more per visit than non-site search users. The company also uses the SLI Rich Auto Complete feature, which automatically shows suggested search terms and related product images as soon as a visitor types the first few letters into the search box.

“The product images give our customers an instant visual cue, guiding them to the best item for their search,” explained Knutton. “Rich Auto Complete has resulted in a 31.25% increase in product page views, a 1.8% increase in average order value and 2.25% more order confirmation page views.”

Utilising SLI’s On-Demand Solutions

With SLI’s expert assistance, Boden has integrated SLI site search on its Facebook page to allow customers to search for products directly from the social network. The company also uses SLI Site Champion, a user-generated SEO solution, to create optimised landing pages that are indexed by search engines such as Google. Boden takes advantage of SLI Dynamic Product Banners, which populate SEO product landing pages with site search-driven banners showcasing suggested popular items that match the search term. These banners significantly increase the value from organic search traffic to product pages, resulting in a nearly 11% increase in orders and an almost 10% increase in conversions.

Expanding Site Search to New Markets

As Boden recognised the value of Learning Search, the company adopted SLI’s search for its new sites when it expanded into additional international markets. SLI now powers site search on Boden’s French, German and Austrian sites, along with the UK and U.S. sites.

Boden also implemented SLI Mobile for its UK and U.S. mobile commerce sites, allowing the company to deliver a seamless shopping experience to customers.

With its continually evolving search strategy and the power of SLI’s solution, Boden is seeing its site search become an ever-increasing component of its online business.

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About SLI Systems

SLI Systems enables the world’s leading e-commerce retailers to increase sales by connecting shoppers with the products they’re most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.