



partysuppliesdelivered.com

Industry

Party Supplies

Business Challenge

With festive decorations, games and favors available for nearly every celebration imaginable, PartySuppliesDelivered.com needed a search solution that would seamlessly guide shoppers to the party products they desired.

Solution

Using SLI Systems, PartySuppliesDelivered.com significantly boosted its conversion rate and cut page bounces.

Products



203% higher conversions using search

132% increase in page views per visit

40% lower bounce rates

18% increase in average order value

Delivering the Party with Booming Profits

PartySuppliesDelivered.com is home to more than 4,000 party supplies, including decorations, games, favors and a wide array of costumes, masks and hats. Based in Brighton, Michigan, PartySuppliesDelivered.com is a division of Mattress USA, a Top 500 Internet Retailer company, and has been an online seller since 2001.

Within a few months of implementing SLI Learning Search™, the party site's conversion rates increased by 203% and it has seen a 132% increase in page views per visit. Learning Search™ takes an innovative approach to site search, learning from visitors' search behavior over time to continually improve the relevance of results.

“SLI is really ahead of the site search innovation curve, and they have an adept understanding of how it plays a key role in the whole e-commerce ecosystem. SLI is a true partner and takes extra steps to make sure we’re using site search to its full advantage.”

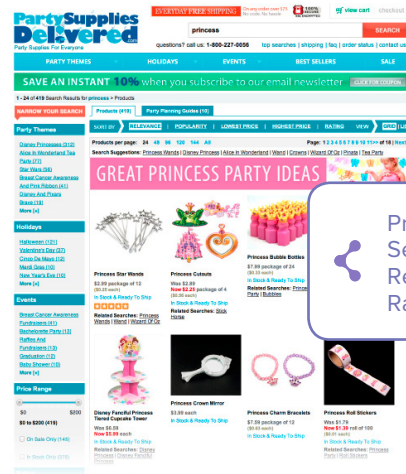
Ian MacDonald, *VP of e-Commerce & Marketing, PartySuppliesDelivered.com*

Poor Search Left Visitors Wanting More

Before SLI, PartySuppliesDelivered.com shoppers weren't finding the products they wanted, even though the site boasted many options. To blame was the default site search included with its e-commerce platform. Instead of ranking search results by relevance, the search results were based only on the number of times the search term was found in the description. This limited approach wildly skewed results and caused great frustration for online visitors.

SLI Leads to Improved Online Retail Success

Ian MacDonald, division vice president for e-commerce and marketing, leveraged SLI Learning Search and SLI Learning Navigation™ to significantly enhance the site's overall user experience and improve search and navigation. Within one month, the company saw increases in conversion rates, average order values and pages searched per visit. Additionally, the abandonment rate for site search pages dramatically dropped.



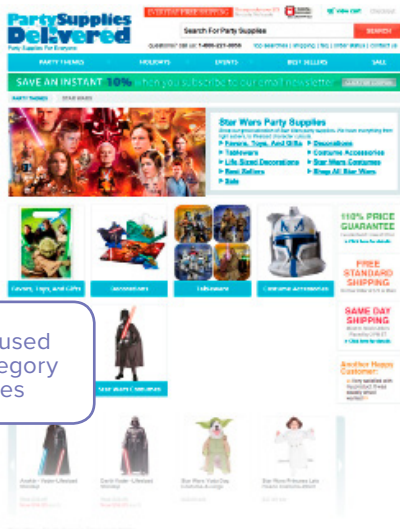
"These increases are important because they demonstrate the business value that SLI's solution offers, which delivers an almost immediate ROI," said MacDonald.

Customer Success Managers Key to Success

SLI customer success managers worked closely with MacDonald to improve the site's user experience. PartySuppliesDelivered.com added SLI Rich Auto Complete™ to help shoppers get to their desired products in just one click. SLI Site Champion™ was used to improve SEO and drive up rankings in organic Internet search traffic. They also added a price slider refinement, dynamic search suggestions and related search links to direct customers to other products they might like.

MacDonald said SLI's ability to handle complex product information has made integration efforts smooth and has resulted in a profitable, user-friendly site.

"Customers who use search are way more engaged and this has increased over time – as the learning kicks in, Learning Search makes the results more compelling, so customers spend more time on our site and view more pages."



Learning Navigation Steers Customers to Great Products

PartySuppliesDelivered.com added Learning Navigation™ to create one platform that runs both search and navigation. "That what is learned in one area improves the other," MacDonald said, "and customers easily switch from one to the other and have a consistent experience."

Focused category pages, including seasonal or holiday promotion items or themed groups of items, have returned great results for the party supply store. According to MacDonald, category page bounce rates have decreased 63%, page visits rose by 111% and average order values increased by 18% compared to the site average.

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.