



**iNetVideo.com**  
ENTERTAINMENT FOR LESS!

**Business problem:**

Existing search function didn't generate fast, relevant results for shoppers

**Solution:**

SLI Systems Ecommerce Site Search and Merchandising

**Result:**

The average visitor time on iNetVideo.com doubled and total page views quadrupled

## SLI's Learning Search helps iNetVideo quadruple total page reviews

"A great shopping experience starts with powerful site search and flexible site navigation," said Alaa Hassan, General Manager of iNetVideo, an online DVD, video games and music retailer based in Montreal, Canada. Hassan realized this essential piece of online retailing wisdom as they considered a new site search solution in early 2008.

"An easy site navigation experience is as important as an easy checkout," he explained. "Website owners focus a lot of attention on the shopping experience after a client has added an item to their shopping cart - but what about when that customer first visits your site?"

iNetVideo, Hassan realized, was falling short of this search experience. With more than 300,000 rare and hard-to-find DVDs, video games and music CDs in stock, the company relies heavily on search to help its 184,000 monthly visitors zero in on their desired products. "We're the site to visit if you're looking for a title that you haven't been able to find anywhere else for less," explained Hassan.

However, the site's existing search function, built into its shopping cart, was falling down on the job of generating fast, relevant results for online shoppers. "On a daily basis, we would get complaints about our search results," he said. "Visitors were getting frustrated, and were feeling overwhelmed by too many search results that were not relevant to what they were looking for."

Previously, when shoppers at iNetVideo conducted a search, they couldn't do much more than type in a few keywords, and were then faced with sorting through a myriad of results, hoping to find the sought-after item. "Our shoppers couldn't refine their search results, so the experience stopped as soon as they entered the search term," said Hassan. "And we didn't have the ability to improve the experience using features like synonyms, which would have helped customers find products more easily."

The site search experience was frustrating internally for the company, as well as externally for its customers. "We had no way to track search activity, so we were unable to determine which products our customers wanted that we were not offering," he said. The iNetVideo.com team also found it time-intensive to generate lucrative online promotions. "It required a great deal of work on our part to get promotions ready. We had no way to automate the process."

### Relevant search results, on the first search page

Hassan and his colleagues began the hunt for a new search solution in early 2008. "We knew we wanted site search that literally found what customers were searching for on the first page of search results," said Hassan. "And we wanted to allow shoppers to easily refine their search results by specific details - for instance, by movie genres, or actors and directors." Also on iNetVideo's wish list was the ability to integrate banner ads into search, and easily manage the position of popular items within search results.

Hassan knew that iNetVideo needed a site search solution that was extremely reliable during peak times such as the holiday season. "Reliability and uptime was of great concern," he said. "We wanted a solution that wouldn't crash due to a sudden spike in traffic volume. We can't afford downtime, especially during promotions."

***"We didn't expect to launch so quickly, but SLI delivered what they promised, on time"***

*Alaa Hassan  
General Manager, iNetVideo*



## SLI's Learning Search has all the features

iNetVideo considered site search products from many vendors, including Celebros, Nextopia, and Mercado, in addition to Learning Search from SLI Systems. They found that SLI's Learning Search uniquely met their needs, as the solution continually "learns" from past site search activity to improve the relevance of results. In addition, Learning Search offers reporting and analytics that help iNetVideo determine ways to improve their site by showing what their site visitors are looking for, and what they're finding and not finding.

iNetVideo took advantage of SLI's 30-day free trial in order to test the benefits of Learning Search, and quickly determined that it was, indeed, the site search solution they needed. "Learning Search has all of the features we were looking for - reliability, tracking and reporting, and the flexibility to program and change search results when we want to," Hassan said.

iNetVideo began using Learning Search in late 2008. "Integration was easy and fast," Hassan said. "We didn't expect to launch the solution so quickly - but they delivered what they promised, on time."

## Customers stay around to shop for longer

After implementing SLI's Learning Search, complaints from visitors dropped dramatically.

"We don't get complaints anymore, because shoppers on our site are getting relevant results," Hassan said. "We've also noticed that visitors remain on the site longer than usual, and are browsing more pages and products."

In September 2008, prior to implementing Learning Search, visitors spent an average of 2 minutes and 18 seconds on the site, and viewed approximately 5 pages per visit. By March 2009, the average time per visitor on iNetVideo.com more than doubled, to 5 minutes and 52 seconds, while pages viewed per visit rose to 7. In addition, the "bounce rate" (site visitors who left the site after viewing only a page or two) dropped by half - from 68 percent before Learning Search, to 34 percent after. Total monthly page views on iNetVideo.com before implementation were 46,000; in March 2009, that number rose to an impressive 2.2 million.

Learning Search helps automate time-consuming processes for iNetVideo.com, such as creating custom landing pages. "SLI has made our web design staff very happy," Hassan said. "They are now able to create a great shopping experience for



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*Alaa Hassan  
General Manager, iNetVideo*

our customers with minimal effort. Creating landing pages and fine-tuning search results allows us to easily update our website more often."

The ability to fine-tune search results has provided several benefits, Hassan explained. "Because the SLI search learns which products buyers are clicking on most often, it repositions items so that we can promote top-converting or promotional items first," Hassan said. "Adjusting the search results lets us select which products to put in the spotlight - resulting in increased sales of these items."

Even a feature as simple as synonyms has greatly improved the search experience for iNetVideo's shoppers. "It was very easy to create an Easter promotion by simply adding synonyms to the keyword 'Easter' - such as 'bible,' 'bunny,' and so on," said Hassan. "We don't have to create a separate category, and then assign those items to it."

In mid-2009, iNetVideo will launch a Canadian version of its online storefront in both English and French. "We're expecting the launch of the bilingual search interface to go smoothly, thanks to SLI," Hassan said.

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