



**zachys**  
WINE AND LIQUOR, INC.

**SLI SYSTEMS**  
THE E-COMMERCE ACCELERATOR



## Zachys Wine and Liquor

### Zachys Celebrates More Sales with SLI Systems

Family owned for more than 70 years, Zachys Wine and Liquor is known for its exceptional service and curated selection of wines from around the world. But with more than 7,000 SKUs, Zachys' outdated site was holding it back. Instead of replatforming, Zachys turned to SLI Systems for site search, recommendations, merchandising and SEO. "Everything between the home page and the checkout goes through SLI Systems," said Victor Castro, director of e-commerce.

#### Results

- For customers using SLI Rich Auto Complete™ the conversion rate is 10x higher and the AOV is 2x higher
- Customers using SLI Learning Search™ convert 3.5-4x more often

### SLI Solutions used by Zachys Wine and Liquor:



LEARNING SEARCH



RICH AUTO COMPLETE



SEO



LEARNING RECOMMENDATIONS



MERCHANDISING

"At Zachys, we have seen great results from implementing SLI, including growth both in conversions and average order value."

— Victor Castro

*Director of E-commerce, Zachys Wine and Liquor*