closetlondon.com

Industry
Fashion Retail

Business Challenge
Despite growing traffic, fashion brand Closet London was losing sales due to inadequate site search with limited functionality.

Solution
Closet implemented SLI Systems, and now shoppers can find the perfect outfit fast. As a result, the conversion rate and average order values from search users increased significantly.

Products

SEARCH

RICH AUTO COMPLETE

USER-GENERATED SEO

LANDING PAGE CREATOR

4x conversion rate for search users

162% increase in revenue from search users

13% higher AOV for shoppers using Rich Auto Complete than those who don't use search

Finding The Perfect Outfit Fast

Closet London was founded more than 20 years ago and became an established wholesale and concessions womenswear brand. The company began by selling its contemporary fashion through large department stores and then online through a well-known fashion retailer. In 2012, Closet seized the opportunity to oversee the brand experience and expanded into direct online retail sales with the launch of its first e-commerce site. Now Closet is one of the most recognisable and coveted contemporary fashion collections in London with a fast-growing loyal customer base.

The biggest challenge Closet faced initially was getting people to buy directly from its site. The company wanted to offer its customers a unique shopper experience that would keep them coming back to the site. However, Closet's original website only had standard text search, with no keyword functionality, which wasn't adequate in a crowded and sophisticated online fashion marketplace. Customers were not buying because they were not finding the

"We are seeing online sales increasing month by month, and in five years' time we plan to have grown Closet significantly and become a household brand name with several stores in London and elsewhere. Our plans are ambitious – that's why we choose to work with top online retail technology brands like SLI, as they allow us to punch above our weight."

Rachel Perrett, *Brand Manager, Closet London*

Closet
LONDON

"In terms of ROI on the project, it was evident within a few months that we were consistently hitting our numbers. With regard to achieving Closet's wish list, the results achieved by using SLI speak for themselves."

Julian Perera, *Managing Director, OneCreations*

---

items they were looking for. Closet realised that to drive sales and deliver an excellent customer experience, it would need to understand what site visitors were searching for and deliver relevant results.

Closet and OneCreations, A Perfect Fashion Match

Closet was working closely with leading e-commerce agency and certified Magento partner OneCreations when OneCreations suggested SLI Systems. The agency had used SLI before with excellent results. They knew the SLI Buyer Engine™ is more than just another search plugin and integrates easily with the Magento platform. Working with SLI Systems and OneCreations, Closet implemented the SLI Buyer Engine platform that powers the SLI apps - SLI Learning Search®, SLI Rich Auto Complete™ and SLI Learning Recommendations™. Learning Search®, SLI's advanced SaaS-based site search app, improves search performance by learning from visitors' site search activity and clickthroughs to deliver the most relevant results, and Learning Recommendations™ increases sales opportunities with contextually relevant recommendations.

Closet has seen a dramatic increase of nearly 4x higher conversions from its site search users and 13% higher average order value from Rich Auto Complete™. Delighted with these results and dedicated to delivering an optimum online customer experience, Closet recently added SLI Site Champion® to capture more clicks from search engines for long-tail searches.

"Implementation only took three and a half weeks from start to finish. We were lucky OneCreations knew the SLI London team well. SLI trained both their team and ours and we have found them responsive, personable and always just a phone call away."

Rachel Perrett, *Brand Manager, Closet London*

About SLI Systems

SLI Systems accelerates e-commerce in three ways: We generate more traffic, convert shoppers into buyers and maximize order values. We do this through the SLI Buyer Engine™, a cloud-based, machine-learning platform that predicts what your shopper is most likely to buy right now. SLI drives revenue for leading retailers on five continents and in 20 languages.

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