



Everlast

How Everlast Achieved 6x Higher Conversions with SLI

With a brand that's older than the zipper, Everlast remains relevant to today's boxing enthusiasts through its ongoing innovation and a relentless focus on quality. With its recent site redesign and replatforming, Everlast chose SLI Systems to power its search solution. By delivering the most relevant results to shoppers and making it easy to promote products to different types of customers, SLI drove a 6x increase in conversions for Everlast. The boxing company credits SLI with bringing in at least 10% of the site's revenue.

Results

- 6x higher conversions
- 10% of revenue attributed to SLI search

SLI Solutions used by Everlast:



LEARNING SEARCH



RICH AUTO
COMPLETE

"The search relevance, analytics and merchandising controls are what sets SLI apart. I knew I could get SLI up and running quickly and deliver benefits right away. Even if I don't touch it often, the solution is consistent and performs well all the time."

— Mike Ebert

E-commerce Director of Everlast Worldwide