



King Arthur Flour

King Arthur Flour Creates Community with Smart Search

Founded in 1790, King Arthur Flour is the oldest flour company in America. Its rich history was built on a passion for baking, and its products range from premium flour and mixes to kitchen tools and cookbooks. The employee-owned company has created a vibrant online community that caters to both novices and professionals. King Arthur Flour uses SLI Learning Search™ to make sure visitors find everything they are looking for, including recipes, tips, videos and products.

Results

- Conversion rate for search users rose from 3.7% to 6%
- Revenue from search users increased from 17% to 47%

SLI Solutions used by King Arthur Flour:



LEARNING SEARCH



RICH AUTO COMPLETE



SEO



SLI MOBILE

“The ability to tweak things on the fly is very important to us, and that’s what SLI has been able to provide to us.”

— Jeff Wilcox

E-commerce Producer, King Arthur Flour