



**SCHULER
SHOES**
Company

schulershoes.com

Industry
Apparel

Challenge

As the footwear retailer increased its number of products and moved to Magento, it needed a SaaS-based search and navigation solution that would work well with its new platform.

Solution

SLI Learning Search Connect™ with SLI Learning Navigation® easily plugged in to Magento, improved the shopping experience and made merchandising easier for the business.

Results

▶ **20%**
fewer bounces from search and navigation pages

▶ **7.5%**
increase in time spent on site

▶ **11%**
increase in average order value

▶ **23%**
higher conversions for search & navigation user



“We chose SLI because it fits well with Magento and does everything we want – search, navigation, merchandising and more. SLI saves me time, simplifies our ability to do promotions and is a great support for our business.”

Michael Shuler

E-commerce Director, Shuler Shoes

SLI Products in Action



LEARNING SEARCH



RICH AUTOCOMPLETE



LEARNING NAVIGATION



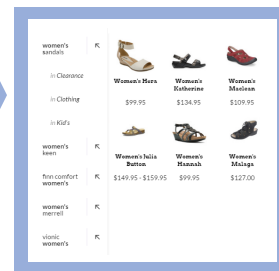
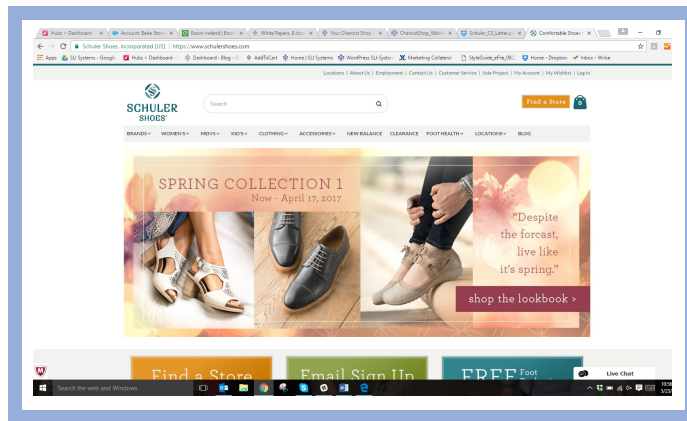
SEO



Since 1889, Schuler Shoes has provided quality footwear to residents of Minneapolis and St. Paul, Minnesota. Its online store extends the reach of the business nationwide and provides a way for local shoppers to purchase online or browse new styles before heading to one of its 10 retail locations.

E-commerce Director Michael Schuler recently brought schulershoes.com onto the Magento e-commerce platform, then implemented SLI Systems using the SLI Learning Search Connect plugin for Magento. Whether using the SLI Rich Auto Complete™ menu from the search box or navigating through refinements like shoe width and brand, visitors now spend more time on the site and bounce less often.

Before SLI, Michael had to modify code to improve the site's SEO and create merchandising banners. "With SLI Learning Navigation®," he said, "the process is much easier. Whether I'm adding SEO data or making use of top page space for banners, I can do it all from one page."



About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth. To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk. © 2017 SLI SYSTEMS