



**Thompson & Morgan**  
*Experts in the Garden Since 1855*

### Company

thompson-morgan.com

### Industry

Home and Garden

### Challenge

After migrating to a new e-commerce platform, Thompson & Morgan received negative customer feedback about the built-in on-site search.

### Solution

Thompson & Morgan returned to SLI Systems and quickly saw a rise in conversion rates, referrals and site revenue.

### Results

- ▶ **74%**  
higher conversion rate with search
- ▶ **47%**  
of site revenue generated by search
- ▶ **30%**  
higher order values with search
- ▶ **45%**  
decrease in bounce rate with search



“For every online retailing challenge we’ve faced, SLI has come up with a solution. SLI is forward-thinking and works with us to grow our sales. The best thing about the SLI solution is that it’s a results engine that we don’t really have to touch – it’s brilliant in terms of resources.”

**Clare Dixey**

*E-commerce Manager, Thompson & Morgan*

### SLI Products in Action



LEARNING SEARCH



SEO



## Thompson & Morgan's SLI-created Garden Plant Finder helps seed buyers choose plants by factors like longevity, colour and hardiness

Thompson & Morgan is one of the UK's largest seed and plant retailers. Since 1855, it has sold seeds, plants, bulbs and gardening supplies through catalogues and major garden centre chains in the UK and Europe. In the last decade, about 60% of their sales have shifted online. The unique names of many gardening products make it especially critical for Thompson & Morgan to have a site that makes it easy for customers to find the products they want to buy.

Thompson & Morgan used SLI Learning Search to power the search functionality on its former bespoke platform. But when Thompson & Morgan migrated to a new platform that included a default Solr-based search, the company decided to give it a try. Thompson & Morgan soon realised that Solr didn't provide a satisfactory experience for their customers.

"The default platform search didn't match the performance and functionality of SLI Learning Search," said Clare Dixey, e-commerce manager for Thompson & Morgan. "Plus, when we didn't have SLI in place, we had negative feedback from customers. So we got back in touch with SLI."

"SLI's implementation with our new platform was swift," Dixey said. "Once we supplied the data feed, SLI built a fully operational search function behind the scenes. Within six weeks it was ready to go live."

According to Dixey, the results speak for themselves: "While 21% of site visits are generated from site search, it contributes to 47% of the total site revenue. SLI's site search conversion rate is 8%, which is 74% higher than the site average. The average order value for search users is 30% higher than the site average."

### Intelligent Site Search Accelerates Growth

SLI Learning Search continually improves search relevancy using intelligence gathered from visitors' search queries and clickthroughs. It returns the best possible search results, helping visitors to Thompson & Morgan's site find and buy what they're looking for.

One of the most important search features for Thompson & Morgan is SLI Auto Complete. "Some of our products have very hard-to-spell names. Offering search suggestions to users as they begin typing is really important in helping them find the right product," said Dixey.

For the same reason, the company makes extensive use of SLI's synonyms functionality. "There are many ways of spelling certain plant names. Synonyms are a great way for us to easily broaden the vocabulary of our site, without having to edit content," said Dixey.

### Merchandising Enhances the User Experience

Behind the scenes, there is a great deal of merchandising capability provided by the SLI Merchandising Console. "When users search for a specific term, we can send them to a specific landing page, plus show promotional and merchandising banners that meet particular criteria," Dixey said. "We also have the ability to change the order of results, which is useful when we want to highlight a product that's been in the news or want to offer a special promotion."

One challenge for Thompson & Morgan was enabling users to choose multiple facets at once to refine searches. For example, a customer might want a perennial plant that is easy to grow, with pink flowers that blossom between July and August.

"We threw out a challenge to the SLI team and they came up with a great solution for multifaceted searches – the Garden Plant Finder," said Dixey.

### Site Champion Raises Company's SEO Profile

Thompson & Morgan also uses SLI Site Champion, a user-generated SEO solution. Site Champion drives traffic and revenue to the site by using popular customer search terms to create optimised landing pages in the major search engines.

"Site Champion really complements the SEO activities that we do in-house," said Dixey. It drives a lot more referrals for non-brand traffic to our site, which then converts to sales."

**"We threw out a challenge to the SLI team and they came up with a great solution."**

#### 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](http://sli-systems.com), [sli-systems.com.au](http://sli-systems.com.au) or [sli-systems.co.uk](http://sli-systems.co.uk). © 2017 SLI SYSTEMS