



[WebUndies.com](https://www.webundies.com)



WebUndies.com

Winning Mobile Shoppers with Better Search

With a humorous twist, WebUndies.com covers the niche market of loungewear, sleepwear and underwear. Started in 1999 with 15 styles of boxer shorts, the novelty company now boasts more than 2,500 products. “WebUndies.com shows you don’t have to be eBay or Target to be a mobile innovator and leader,” said Internet Retailer. Internet Retailer named WebUndies.com a Hot 100 E-retailer and called attention to its mobile shopping experience, which is accelerated by SLI Systems.

Results

- Conversion rate is 3x higher for shoppers using search
- Search users view 4x the number of pages and have a lower bounce rate

SLI Solutions used by WebUndies.com:



LEARNING SEARCH



RICH AUTO COMPLETE



SEO

“People are spending more time, more money and they are more engaged because of the accurate results that they’re seeing through our faceted search with SLI. We love SLI and we’re raving fans.”

— Terri Hunsinger

Co-owner, WebUndies.com