

40

Retailers Who Transformed their  
Online Business Using SLI Systems

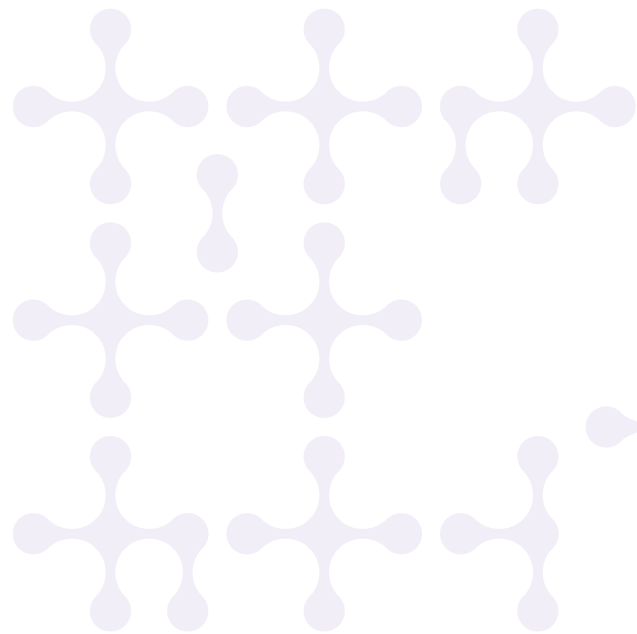


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“We’ll bring in 3.5x more online revenue this year vs. last year, and that gain is attributed to SLI search”

Mike Ebert, E-commerce Director  
Everlast Worldwide





As a retail leader, your goals are simple: you want to create the best possible shopping experience for your customers while increasing revenue for your business.

Many vendors want to help. Some promise that replatforming will solve all your challenges. Some say ratings and reviews are what's holding you back. Others offer services to improve your video hosting, payments processing or live chat. You have a lot of choices, but what will give you the best return?

**JUST ASK YOURSELF TWO SIMPLE QUESTIONS:**

- **Which site improvement can deliver the best results, fast?**
- **How do I choose the right solution provider?**

By showing what worked for 40 leading global retailers, this report aims to make the answers to these two questions clear.



## Which site improvement can deliver the best results, fast?

There's no existing e-commerce technology that can make a more significant difference, faster, than amplifying the effectiveness of your site search. Searchers are your must-win shoppers.

Comparing searchers to non-searchers on more than 200 retail sites (SLI, 2014), it was discovered that searchers are far more likely to buy – and to spend more – than non-searchers.

## SEARCHERS ARE MUST-WIN SHOPPERS

Searchers vs. non-searchers

➤ **2.7x**  
greater conversion rate

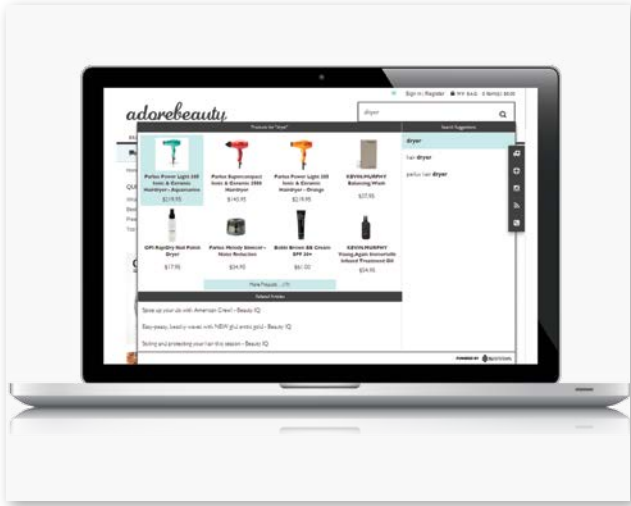
➤ **11%**  
Higher average order value

➤ **\$11.09**  
with search (per visit value)

➤ **\$4.62**  
without search (per visit value)

Effective site search can make the difference between a retail site's success or failure. This is an area where you don't want to risk compromise.

# 02 CHOOSE THE SITE SEARCH THAT DELIVERS THE MOST RELEVANT RESULTS



## How do I choose the right solution provider?

Great site search places the most relevant items in front of your customer before they even finish asking for what they want. It fills shoppers' basic need to easily find what they're looking for.

What's more, an advanced site search solution can use search data to improve many areas of the e-commerce experience – like helping a shopper find the perfect gift even when she or he started out not knowing what search term to use.

## EFFECTIVE SITE SEARCH IMPROVES MANY AREAS OF E-COMMERCE

For a function so critical, you want your site search provider to provide all of the solutions shown below. Plus, you want a trusted industry leader with proven results. You want the best.

Powered by advanced learning technology, SLI Systems offers a suite of commerce acceleration solutions that help you increase traffic, convert more shoppers to buyers and sell more to those buyers. This suite includes Learning Search®, Learning Navigation®, Learning Recommendations™ and solutions for intuitive merchandising and SEO.



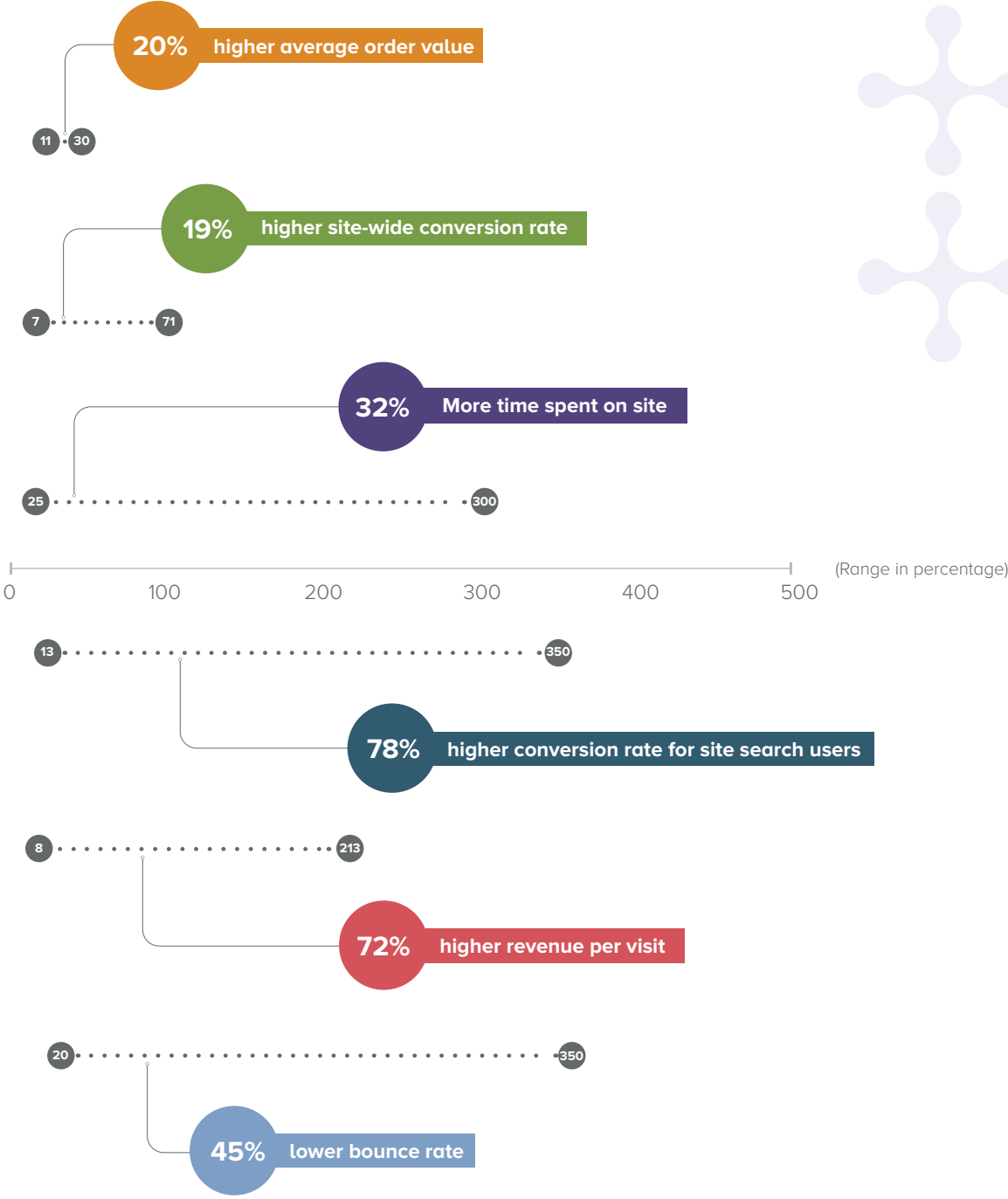
Read on to learn what retailers around the globe achieved using SLI.



# 03 RETAILERS' RESULTS

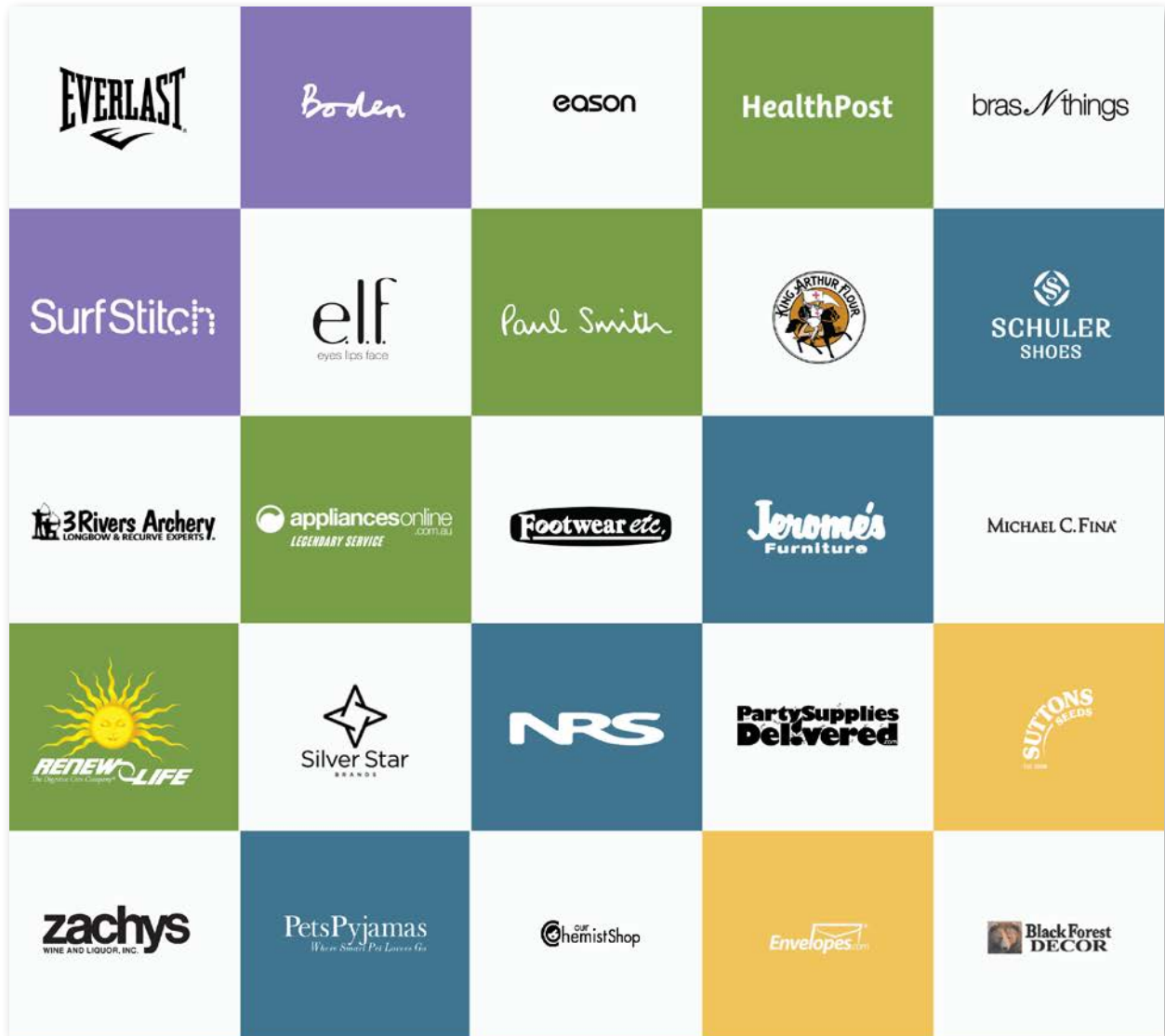


In recent years, we have completed case studies on more than 40 SLI Systems customers around the globe to learn what they achieved with our site search and e-commerce acceleration solutions. The main numbers below show median results, using metrics reported by at least five of the 40 retailers interviewed.\*



\* All results are as reported and/or approved by the customer. Individual retailer results may vary.

## 04 RETAILERS WE INTERVIEWED





**PetsPyjamas**  
*Where Smart Pet Lovers Go*

### PetsPyjamas

#### Pet Lifestyle Site Fetches Higher Conversions with SLI

As “the number one lifestyle website for smart pet owners,” PetsPyjamas also wants to be smart about how to help customers find their desired products and pet travel advice on the website. When the company tried to build its own search and merchandising capabilities, it couldn’t achieve the control and quality it wanted. Since PetsPyjamas implemented SLI Systems solutions, its merchandisers have been able to easily alter pages and optimise SEO while customers enjoy a fantastic search and navigation experience. Now PetsPyjamas sees 2.4x higher traffic on SLI-optimised pages.

#### Results

- **90%** increase in conversions
- **68%** higher clickthrough rate

#### SLI Solutions used by PetsPyjamas:



SEARCH



RICH AUTO COMPLETE



NAVIGATION



USER-GENERATED SEO

*“SLI is easily one of the best among many technology partners I’ve worked with. Along with seeing a rise in organic traffic, our fully responsive mobile pages have seen conversions increase by 90%.”*

Mark Hammond  
Chief Operations Officer at PetsPyjamas





# 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:



SEARCH



RICH AUTO COMPLETE



USER-GENERATED SEO



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



## Paul Smith

### Delighting Customers with a Perfect Search Experience

Iconic British designer Paul Smith has retail shops across Europe, Asia and North America, including 200 stores in Japan. With a reputation for offering the unexpected, Paul Smith needed its online stores to provide a distinctive shopping experience. The retailer turned to SLI Systems to make it easy for online and mobile customers to quickly find the items they search for.

#### Results

- Conversions through site search rose **39%**
- Overall site revenue increased **11%**

#### SLI Solutions used by Paul Smith:



SEARCH



RICH AUTO  
COMPLETE



MOBILE

*"Partnering with SLI, Paul Smith now offers the kind of online shopping experience that meets the expectations of its discerning customers. Now it's incredibly easy for customers to find the products that will delight them."*

Simon Young  
Web Development Manager, Paul Smith



## Your Chemist Shop

### Your Chemist Shop Makes Smart Recommendations with SLI Systems

Now one of Australia's leading online pharmacies, Your Chemist Shop got its start in 2005 with a \$100 website. It was slow to load search results and hard to navigate, making it difficult for customers to quickly find what they were looking for. Also, it was not SEO-ready. SLI Systems suite of solutions improved the speed and accuracy of Your Chemist Shop's search results while also providing relevant product recommendations and boosting the site's SEO.

### Results

- > **3x** the conversion rate for visitors using site search
- > **3.5x** lower bounce rate for search users

### SLI Solutions used by Your Chemist Shop:



SEARCH



RICH AUTO COMPLETE



NAVIGATION



USER-GENERATED SEO



RECOMMENDATIONS

*"The capabilities of the software are very, very impressive, but so is the way SLI rolls it out and the support they give the development team — that's the main reason we've been with SLI for so long."*

RANIA AWAD  
E-commerce Director, Your Chemist Shop



## 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:



SEARCH



RICH AUTO COMPLETE



USER-GENERATED 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

## 06 ABOUT SLI SYSTEMS

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### CUSTOMERS WILL THINK YOU READ THEIR MINDS

SLI Systems makes it easy for you to achieve higher sales and happier customers. Our commerce acceleration solutions are based on patented Learning Search® technology, which continuously learns from the activities of site visitors to deliver the most relevant search results, navigation, recommendations and SEO landing pages.

SLI ensures a serendipitous experience for your customers by putting them right in front of the products they're most likely to buy. We also make it easy for your merchandisers to adjust promotions and measure the results. We've helped more than 1,000 commerce sites increase traffic, conversions and order values.

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### A GLOBAL PARTNER WITH KIWI ROOTS

SLI Systems offers what no other commerce acceleration provider can: a long history of forward-thinking solutions, hosted on a reliable SaaS-based infrastructure that meets the reliability, performance and compliance needs of the world's top online retailers.

For more than a decade, established brands around the world have trusted SLI Systems to deliver innovative features and knowledgeable service. SLI has customers on five continents and supports at least 18 languages.

Founded in New Zealand, SLI combines its Kiwi culture -- enthusiastic, helpful and wholehearted -- with the innovation and drive of a Silicon Valley company. Think of us as an extension of your commerce team, laser-focused on ensuring your success. We look forward to helping you grow your business!

[www.sli-systems.com](http://www.sli-systems.com) [www.sli-systems.co.uk](http://www.sli-systems.co.uk) [www.sli-systems.com.au](http://www.sli-systems.com.au)

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