

CASE STUDY

LukieGames.com

The impacts of SearchSpring's faceted search and faceted navigation implementation on Lukie Games conversions rates, sales revenue, and customer loyalty.

The Issue

With a recent increase of buying power transitioning to ecommerce from traditional retail, stronger competition and market saturation pose a threat to the growth of any ecommerce business. However, along with industry growth, technological developments are improving sites' usability and efficiency in a cost effective manner while remaining simple to implement. In today's growing market, ecommerce organizations must remain vigilant of industry advancements that provide a competitive advantage, help cut costs, or increase revenue.

The Solution

Implement SearchSpring's faceted search and faceted navigation on to LukieGames.com for 30 days during a time when no other seasonal promotions or marketing campaigns impacting test results.

The Result

Within the first 30 days of implementation Lukie Games witnessed:

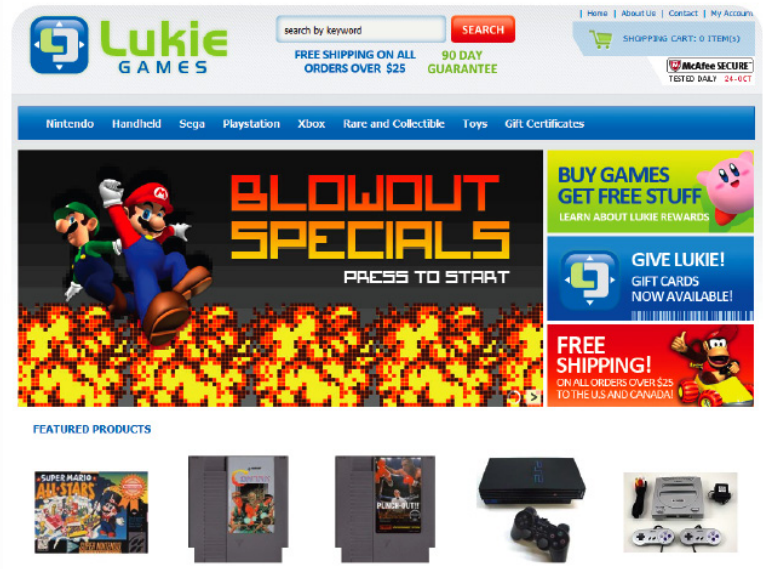
- Increased sales 27%
- Average order value increased 13.2%
- Pages viewed per visit jumped 12.6%
- Time spent on site went up 5.1%

All together the integration of faceted site search and faceted browse navigation provided a return on investment of 434%, based on gross profit increases.

For Lukie Games, faceted navigation enabled shoppers to intuitively drill into large groups of products, either on category pages or search result pages, using the key attributes of Price, Condition, Genre, Stock Quantities, and Parental Ratings. Because faceted navigation is dynamic, shoppers can visualize their remaining choices at any point in their path to the right product. So shoppers find the right product more intuitively, faster, and more often, resulting in more sales. SearchSpring calls this Findability.

"We chat with a lot of fellow business owners, and we're constantly recommending the services. You don't find businesses that care this much about their customers everyday."

Jesse Cover
Founder and CEO of Lukie Games



Results Justification

SearchSpring's internal research shows 73% of users visiting ecommerce sites spend an average of 2 minutes looking for a product or service before they leave. Couple this data with industry results indicating that approximately 80% of shoppers browse to find products, and 20% utilize site search.

Regardless of the visiting purpose, SearchSpring's technology ensures ecommerce organizations make the most of the 2-minute window to drive maximum conversions.

Additional Benefits

Faceted search improves the sites usability for visitors, but also provides rich data and insight to help continuously improve the customer experience. For example, by analyzing customer searches, missed conversions, and navigation patterns; site search provides analytics to keywords searched, landing page categories clicked, and site flow. Without the knowledge SearchSpring provides organizations may never realize overlooked keywords or changes in customer behavior/preferences. SearchSpring identifies any opportunity to increase traffic and provides insight to continuously improve customers experience when shopping online.

Increased conversions not only lead to an increase in revenue, but also grew customer loyalty and retention preserving the continuous organizational growth. Year-to-year growth prior to implementing SearchSpring was represented 23.3%. Following the implementation of SearchSpring services year-to-year growth increased to 46.4% annually.

CASE STUDY

LukieGames.com

How the service works

SearchSpring enables customers to find products quickly and intuitively within thousands of diverse products. Refinement links enable customers to drill-down into large result sets by price range, brand, size, color or any helpful product attribute. Using a simple data feed, product information is updated daily to SearchSpring directly out of any ecommerce platform. SearchSpring results and navigation bar is easily added to page templates with just 3 lines of AJAX code. The integration of SearchSpring remains seamless, as once a user clicks on a SearchSpring-generated result, they simply jump back to existing product pages.

While faceted search improves the sites usability the service also provides rich data and insight to help continuously improve the customer experience. For example by analyzing customer searches, missed conversions, and navigation patterns, site search analytics provides insight to keywords, landing page categories, and site flow to seek opportunity to make small adjustments that will benefit the user. Without the knowledge site search provides organizations may never realize overlooked keywords or changes in customer behavior/preferences. SearchSpring identifies any opportunity to increase traffic and provides insight to continuously improve customers experience when shopping online.

Site search and site navigation in today's world of ecommerce plays a pivotal role in the success of any online retailer. While web design and SEO drive traffic, organizations are now focused on converting the traffic into sales. With SearchSpring services integrated, organizations repeatedly witness substantial increases to sales revenue, making the service a worthwhile investment.

"Customers don't want to think too hard about how to navigate and find products on your site". SearchSpring provides clear and intuitive access to product information throughout the entire shopping experience from enhanced browsing with faceted navigation to searching and then comparing items side-by-side. SearchSpring responds intelligently to customer search queries, facilitating meaningful, two-way conversions between the customer and your website.

SearchSpring's Goal

To ensure our service provides positive impacts to revenue, helps guide users intuitively, and provides essential data to improve the overall shopping experience. As LukieGames.com witnessed providing users with high quality search and navigation tools leads to increased; conversions, average order size, repeat customers, and sales revenue.

On top of providing continuous innovative products, SearchSpring takes pride in providing outstanding customer service. While many Search/Navigation service providers are available, the members of the SearchSpring team go above and beyond ensuring all questions and needs are taken care of in a timely manner.

About SearchSpring

SearchSpring is an online provider of internal site search solutions and site navigation. Our system has been developed using a SaaS delivery method, Software as a service. SaaS allows us to deliver a powerful application with ongoing development and feature enhancement. This approach allows our clients to focus on their business while we focus on their search.

To learn more about SearchSpring please visit www.SearchSpring.net and subscribe to receive a monthly newsletter. Visit the company blog and stay up to date on new application developments and upcoming events at searchspring.net/blog. To stay up to date with any breaking news in the world of search and navigation check out the SearchSpring Twitter account @SearchSpring or twitter.com/SearchSpring

"Implementation of faceted navigation from SearchSpring consisted of simply adding 3 lines of AJAX code to our 3dcart templates. Since the major search engines largely ignore the AJAX, it didn't affect our hard-earned SEO, yet the shoppers convert much higher due to greatly improved navigation" Cover explains.

"And SearchSpring's AJAX user interface removes the need to utilize a subdomain, which can be confusing to shoppers, in order to deploy 3rd party search and navigation"

-JESSE COVER-



Site Search, Site Navigation, Findability Unleashed

B7 Interactive, LLC
4291 Austin Bluffs Parkway Suite 206
Colorado Springs, CO 80918

(719) 594-4595 - Local
(888) 643-9043 - Toll Free

www.searchspring.net - Web
info@searchspring.net - Email