

VAN GRAAF Increases Orders by 30% with Intelligent Search

VAN GRAAF is an international fashion house operating brick-and-mortar stores and e-commerce sites in Poland, Germany, Switzerland, Hungary, Czechia, and other countries across Europe.

Challenge

The VAN GRAAF team realized the opportunity to improve their e-commerce site search functionality in order to guarantee the same digital quality standards as their physical locations. To do this, they turned to AB Tasty's Intelligent Search to support customers in their journey to discover their desired product and improve the overall shopping experience.

Increase in Orders from Online Search

+30%

Increase in Online Search Average Order Value

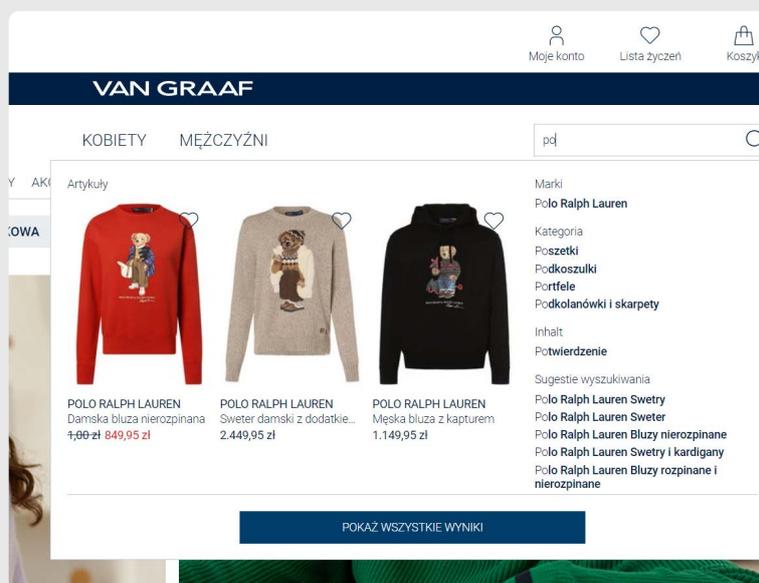
+5%

Conversion Rate Increase

+16%

Increase in Share of Sales from Search

+4.3%



Product and Content Suggestions in the Search Preview

“The integration of AB Tasty Search has not only optimized the search experience for our customers, but also significantly reduced the maintenance effort.”

Christin Augustin
Online Product Manager
Peek&Cloppenburg* KG Hamburg

Implementation

To facilitate the Intelligent Search, AB Tasty built a knowledge base enriched with product data, VAN GRAAF’s industry knowledge, and the purchase behavior of customers (all data protection compliant). The team updated the product category structure to match this product data to ensure optimal performance of the search function and to enable quick and easy product discoverability for customers.

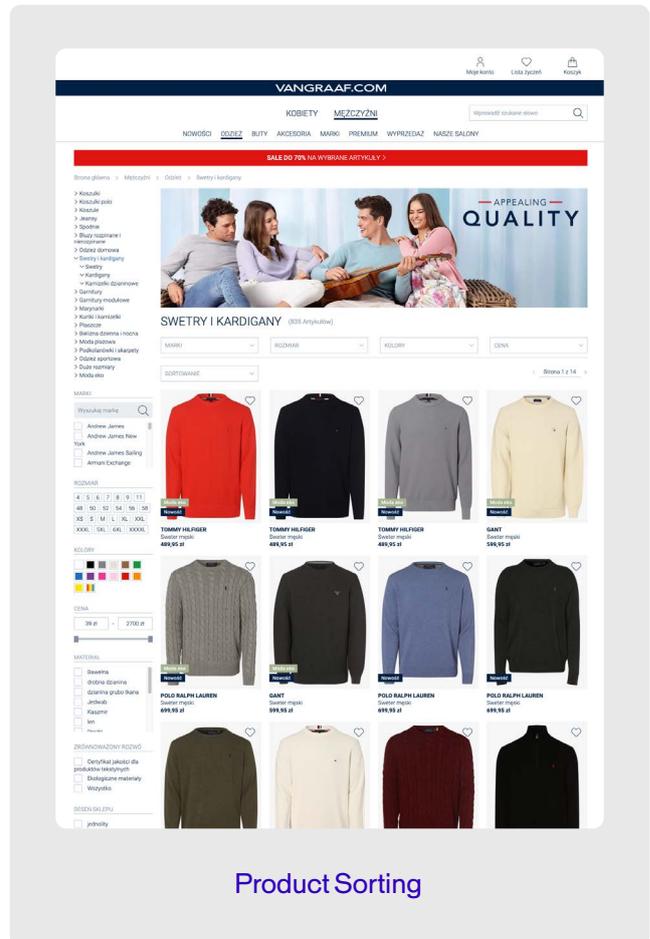
AB Tasty Intelligent Search added essential features to the site’s search functionality such as error tolerance, a multi-faceted filter function for after-search navigation, intelligent product sorting, and forwarding to specific landing pages. VAN GRAAF also placed heavy importance on matching synonyms in search results.

Results

In order to compare the AI-powered search function with the site’s previous standard search function, various KPIs such as orders via the search function, average order value, conversion rate, and share of sales from search were recorded over a 4 month period and compared against the same metrics from the previous year.

Intelligent Search on the VAN GRAAF site had a positive effect on revenue. Additionally, the team no longer had to spend copious amounts of time managing synonym searches. The significantly reduced effort in the overall maintenance of the search functions enabled the VAN GRAAF team to focus more on other targeted optimizations.

Overall, targeted optimization on the site



significantly increased KPIs across regions - even with language differences.

Takeaways

After successful integration, additional features are now planned as part of the Intelligent Search function. VAN GRAAF will also focus on scaling personalization in other phases of the customer journey.