

sooqr



BABBOE

***SITE SEARCH IMPLEMENTATION
CASE***

BABBOE & SOOQR

'**With Sooqr search we made our products more findable.** We can now account for the different terms visitors use to find a product, and orient to alternative items with banners'



Daniel Veraart,
Online marketer

Babboe, the worldwide #1 cargo bike company, has been developing safe and affordable cargo bikes for more than 15 years. There's a Babboe cargo bike to match everyone's needs: whether it's for family cargo bikes, cargo bikes for dogs, or delivery bikes, Babboe knows what moves you. A Babboe cargo bike makes your daily life easier and more fun.

Babboe is headquartered in the Netherlands, and it sells its bikes through its eCommerce as well as its retail partners.

“ *Daniel Veraart*

"I was searching for a tool to increase the conversion rate of our **Magento 2.0 webshop**, and although we were having a lot of searches, **we had limited features. This is how I got in contact with Sooqr.** Overall, the implementation with the Magento 2.0 plugin was smooth, and Sooqr's intuitive interface made it easier to start using it immediately. **And whenever I have some questions, Sooqr is always very helpful.**"

+700%

***Uplift in on-site
conversion rate***

+2.5X

***Revenue from Site search
vs. Default search***

What features are you using? And how?

"Of course, our whole business model turns around cargo bikes, for which we have all kinds of accessories and complementary items. And, of course, first-time visitors need to orientate properly, and get directed to our main products. So, when they used to type "Cargo bike" they were shown a lot of accessories and related products, as this term appears everywhere in our product descriptions and names. **With Ranking rules, we pushed our cargo bikes in the first results**, so that our main products are shown, and it is then on the experienced visitor to further refine the search to find what they're searching for.

Many times, different visitors search for the same items by using different terms, such as the "rain cover" or "rain tend". We thus looked into the searches without result, and added the interesting ones to our **synonyms**. **This way, we basically made our search customer-centric, and all our products more findable.**

Zoekopdracht **accu**

65 resultaten

Relevantie

Sluiten

Onderdelen
Alle accu's

QWIC achterlicht accu
SKU : HMMX 9197

Yamaha accu 400 Wh
SKU : HMMX 970

Yamaha accu 500 Wh
SKU : HMMX 965

We also had a pretty common issue with our shopping journeys for batteries: while our visitors were searching for a specific SKU of battery, it was often out-of-stock. By placing marketing banners at the top of the search results for accu ("battery" in Dutch) with **Promotion rules**, we can direct our visitors to the category page with all the available batteries, where it is easier to make a decision and check whether the model fits the visitors' cargo bike models.

Promotion rules are also extremely useful to align our inbound marketing campaigns efforts with our content website. For example, to remind our customers about discounted or new products that we advertise on different platforms, such as Facebook. Also, the fact that banners can be scheduled makes it easier to synchronise them with our paid marketing."

About Sooqr

Sooqr is all about conversion. It provides powerful converting solutions tailored to e-commerce masters. Our conversion suite consists of **Site search**, **Personalised site search**, **Product recommendations**, and **Merchandising**. You can manage everything from MySooqr, the conversion cockpit that offers you actionable insights for continuous webshop optimization. We have +1100 satisfied customers worldwide, and our long-lasting experience in searching and matching makes it easier for you to make the right customer discover the right product in your webshop.

Making Conversion Awesome.

If you would like to discover what Sooqr can do for you,
give us a call **+31 887667700** or send us an email
at sales@sooqr.com

