

sooqr



***SITE SEARCH IMPLEMENTATION
CASE***

Baby Planet & Sooqr

'I'd rate Sooqr 9/10, as it's a powerful tool, and very easy to use. I developed a good relationship with the team as well, I'm really a fan of them!'



Jan Arend,
eCommerce Director

At Baby Planet you can find any product you'd need if you were pregnant or expecting a baby. At BabyPlanet we are happy to help you compare, buy, and select baby articles and products for baby care on your baby care list. With us, you can shop safe car seats for babies, toddlers or children, complete your children's rooms and find hip maternity and baby clothes of all kinds. You may find everything for mothers and babies on our webshop and in our 5 BabyPlanet stores.

“ *Jan Arend*

"As an experienced professional in eCommerce, I knew the importance of Site search for a CRO strategy. I have used different Site search tools in the past, but this time for Baby Planet I was searching for a better tool, and I really found it out in Sooqr. **The usability is really for marketers, actionable and intuitive. Many other tools I've tried in the past are really too technical and take time to adopt.**"

+65%
*On-site
Conversion
Uplift*

+125%
*Cart value per
session*

+50%
Revenue

Why Sooqr?

"The feature we've been using the most is **promotion rules**. This feature allows to insert graphical banners at the top of your Site search results. The banners allow us to "remind" our visitors about the messages they've seen in our paid ads. This way, we can tap into their memory directly during the shopping journey as well.

Another valuable piece of advice given by MySooqr is the **no-hit rate**. It basically tells what search terms lead to no result.

Sometimes, you cannot do anything with these, as they simply do not mean anything. Other times, we found out some alternative terms that people use to find certain products on our catalogue.

All we have to do in these cases is to add these terms to our synonyms, so that when a new search is made with those terms, then Sooqr knows what results to return.

We even found another usage of the terms that lead to no result.

We simply added them into our marketing campaign, and voilà, we often have exact matches!

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
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