

sooqr



## **SITE SEARCH IMPLEMENTATION CASE**



**JEROME & SOOQR**

Customer story with: [Ongediertewinkel.nl](https://ongediertewinkel.nl)

'I rate the overall experience with Sooqr 9/10. The results speak for themselves, at this price Sooqr is simply a no-brainer'



**Willem Ruiter**  
**Digital Marketing Consultant**

JEROME is a digital marketing agency headquartered in Alkmaar, the Netherlands. The agency covers all the steps on the way to webshops' success, from eCommerce development to digital marketing.

JEROME is successfully running Sooqr Site search for many of its clients, and one of those is Ongediertewinkel.nl. This webshop sells products to prevent the infestation of unwanted insects and animals.

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*Willem Ruiter*

"The **default search features we were using were pretty scarce**. With those we couldn't reach a proper level of site search optimization. With Sooqr, we can follow the state-of-art of the best site search practices"

**+65%**  
*On-site  
Conversion  
Uplift*

**+125%**  
*Cart value per  
session*

**+50%**  
*Revenue*

## Why Sooqr?

"We knew the potential of Site search even before adopting Sooqr, **but the results are really above the expectations.** We've implemented Sooqr pretty recently, but if we compare the KPIs in the period of 2021 Black Friday and Cyber Monday against the same period in 2020, the results have clearly shown: the conversion from search increased 65%, with an increase in revenue of above 50%.

**Synonyms** were very useful to make visitors find the right product to deter the unwanted animals by simply typing the name of the animal themselves. Like that, the journey became very intuitive and smooth, especially for those visitors who didn't know exactly what product they were looking for.

We've used other Site search tool in the past, **but with Sooqr we've received better support** and continuous assistance from the beginning. The customer support is always very quick. Also, having a Dutch-speaking partnership manager is a huge plus!"

## About Sooqr

Sooqr is all about conversion. It provides powerful converting solutions tailored to e-commerce masters. Our conversion suite consists of **Sooqr Site Search** and **Product Recommendations**, and our tool arsenal is expanding. 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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