

Peek&Cloppenburg* boosts AOV by 10% with intelligent search

Peek&Cloppenburg* KG Hamburg is an international fashion retailer offering a variety of brands through their website and brick-and-mortar stores, including subsidiary VAN GRAAF.

Challenge

Peek&Cloppenburg* KG Hamburg knows a customer's experience doesn't end when they leave the store, it continues with them online.

To provide a seamless online experience for customers and improve site performance, the team turns to consistent testing of site architecture and usability.

This commitment to experience optimization led to a focus on improving search. They decided to talk to AB Tasty about implementing intelligent search. With functions such as error tolerance and faceted navigation, AB Tasty was perfect for testing the impact of AI-powered search on sales KPIs.

Implementation

Once integrated into the existing Peek&Cloppenburg* KG Hamburg website, AB Tasty's intelligent search solution was trained on a knowledge base of current product data, industry knowledge and customer purchasing behavior.

AB Tasty's AI search algorithm then used this information to help customers find what they are looking for and nudge them toward conversion.

Additionally, features such as error-tolerant search, product sorting and landing page forwarding were incorporated to provide more accurate results.

Increase in
Average Order
Value of Online
Search

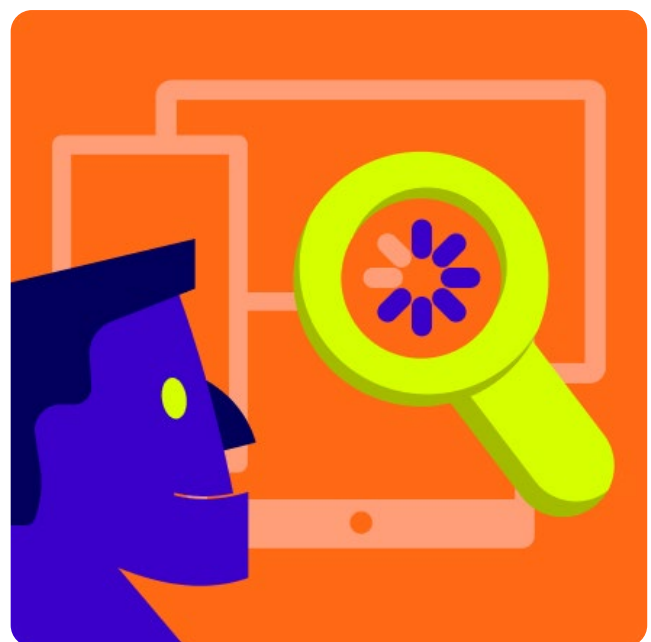
+10%

Increase in
Orders from
Online Search

+29%

Increase in Share of
Turnover from Search

+10%



“The integration of AB Tasty’s 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

Results

To determine success, the impact of the implementation on post-search sales KPIs was measured over a four-month period and compared to the same period from the previous year.

Looking at orders placed after a customer used the search function, the average order value increased by 10% and the number of orders increased by 29%. The percentage of total sales coming from search also increased by 10%.

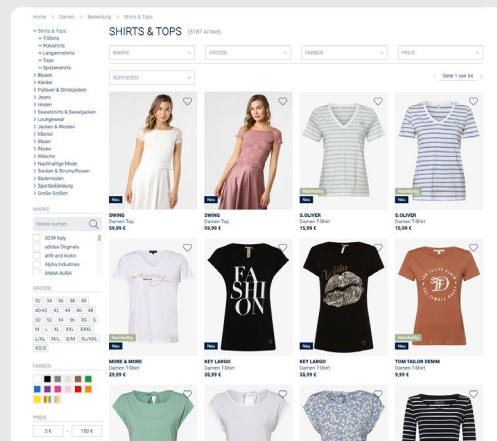
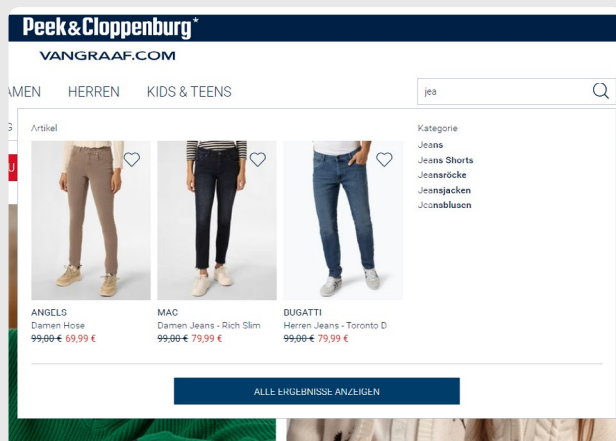
AB Tasty’s intelligent search function had a positive effect on the performance of the online store.

Additionally, the team was able to cut down on costly administrative time.

Takeaways

Following a successful integration, Peek&Cloppenburg* KG Hamburg will continue to expand site functionality with additional intelligent search and recommendation features including targeted banners displayed throughout the site.

The team also looks forward to finding opportunities to incorporate more personalization into other phases of the customer journey.



* There are two independent companies Peek&Cloppenburg with their headquarters in Düsseldorf and Hamburg. The store mentioned is part of the Peek&Cloppenburg KG in Hamburg, whose locations can be found at <https://www.peek-und-cloppenburg.de/haeuser/haeuser-uebersicht/>