

+20%search conversion
rate**-50%**

bounce rate

Conversion rates rise and bounce rates drop

With an annual turnover of more than €1.8 billion, Globus Baumarkt trade stores are one of the most prominent home improvement retailers in Europe. This DIY company distributes its extensive product range in more than 90 physical stores and 4 online shops. Whether in eCommerce or in stationary markets, the strategy of this DIY giant focuses on customer satisfaction. In order to meet customers' demands – over 1.5 million visitors per month – in their online shops, Globus Baumarkt turned to the search and navigation solution provided by FactFinder. The results since going live during Cyber Week are a 20% increase in conversion rates compared to the previously used search provider and a 50% decrease in bounce rates.

Error tolerant doesn't mean error tolerant

Globus Baumarkt has been awarded, for a consecutive ninth time, as the most customer-friendly DIY store by trade magazine diy and awarded number one in customer satisfaction and consulting by IFH Cologne. Globus Baumarkt's awards show that the company is doing the utmost to meet the wishes and requirements of its customers. It was therefore important for their eCommerce team to use a more reliable and intelligent on-site search than before, explains David Büschler, Online Marketing Manager at Globus Baumarkt. "Every month more than 1.5 million visitors come to globus-baumarkt.de, of which one-third prefer to use the search function. Before we had FactFinder, customers often didn't find the right products or didn't find any at all. The search engine we previously used was simply not as error-tolerant as we had hoped. That's why we decided to integrate FactFinder – and are very satisfied with it. Customers can now find their desired item, even if they enter several search terms incorrectly. We ourselves are surprised at how quickly the switch to FactFinder has been reflected in our sales figures, because since our go-live, our search-generated conversion rates have risen by 20%."

Fast integration followed by going live

Globus Baumarkt uses the latest version of Shopware for its online store. FactFinder was therefore integrated by webweit, one of the leading Shopware agencies. The webweit-developed interface for FactFinder made it possible to go live with the search feature just three weeks after the start of the project; navigation was later implemented. Everything was done during this time – from the system installation, to uploading more than 300,000 products' data, to quality assurance. The website went live during Cyber Week.



// *Despite the increased traffic to our online shop during Cyber Week, the FactFinder go-live went smoothly. It's easy to see that FactFinder and webweit are a well-rehearsed team.*



David Büschler
Online Marketing Manager

Consulting accelerates ROI

"It was important to us to take advantage of our new search engine right from the start," David continued. "That's why we utilised FactFinder Consulting right from the start of the project. Our personal consultant provided us with enormous support in preparing for the go-live, for example by analysing and optimising our product data. A backend training course was also held before the live event. It not only gave us a complete overview of FactFinder's functions, but also valuable tips for improving the customer journey. That was very helpful for us. Together with our consultant, we then developed a strategic plan detailing which measures we would implement and in which order. This allowed us, from the beginning, to implement functions with the biggest effect on sales."

+50%

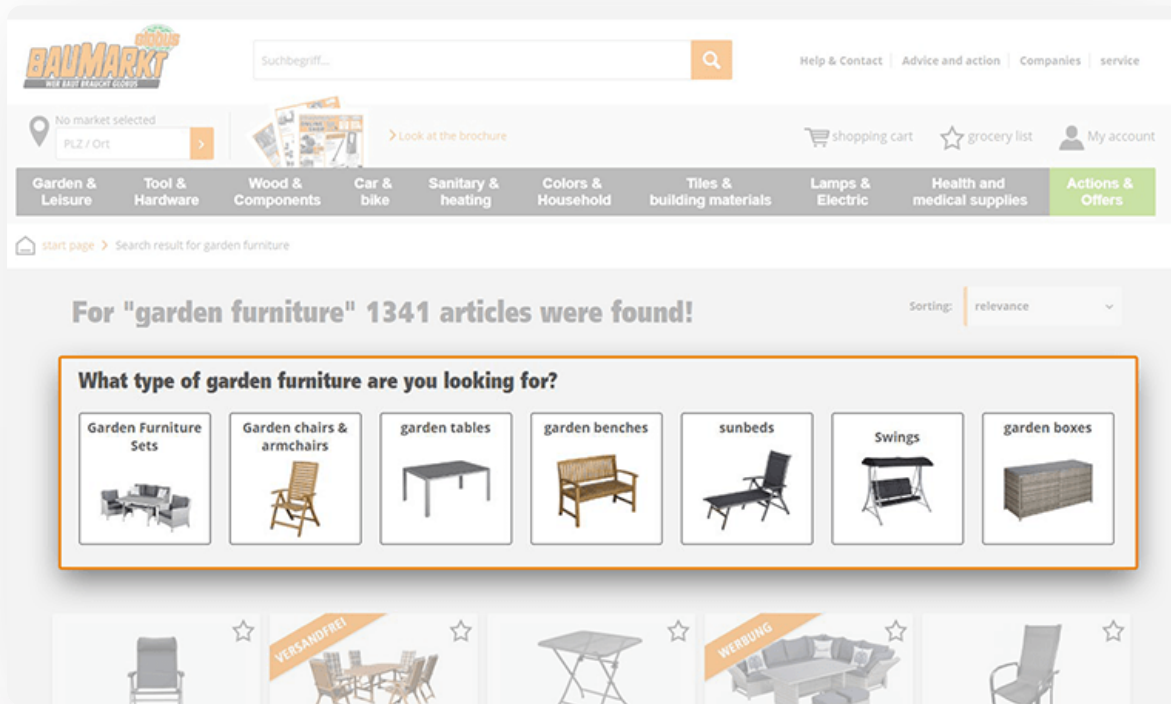
conversion rate

-20%

bounce rate

1.5M

monthly visitors



Guided selling on globus-baumarkt.de: a virtual consultant guides customers through the process of finding the perfect garden furniture.

Bounce rates cut by half through guided selling

What the team learned, they put into practice. An example are the guided selling campaigns that Globus Baumarkt, along with FactFinder, created. These advisory campaigns assist customers in choosing the right product by providing guidance and support. It's the online equivalent of a sales consultant in a stationary store: interactive, helpful and intuitive. It works through a question-and-answer format that helps customers refine their search results by restricting unwanted products. The more questions answered, the more FactFinder filters the results, leading to a selection of highly-relevant products. Even inexperienced DIY-ers can quickly find what they want. David can measure the effect of this function. He says, "Guided selling campaigns work very well – almost always cutting the bounce rate on the corresponding results page. These campaigns are also a great way to show our product expertise online, interact with customers and respond to them even better."

Sort results in a targeted manner

FactFinder provides Globus Baumarkt with another option for displaying its USP on its online shops by controlling product rankings on results pages. "When a customer makes a search request, we want the result to meet their expectations but also be in line with our sales goals. FactFinder's automatic result optimisation is very convenient for us because it continuously sorts the most popular products upwards. We then refine this sorting with the help of ranking rules. In this way, we determine which products appear at the top of the results. In our case, these are products from advertisements or products that we offer with an exclusive guarantee. We also have our own brands sorted upwards and thereby increase their sales," explains David. Rankings can be manually defined as well as intuitively generated through FactFinder's automatic search results optimisation (ASO) module. ASO is a self-learning mechanism that improves search results automatically using the click and purchase information of customers, ensuring that highly-likeable products are featured prominently.

Multiple services, one objective: conversion

An online shop may have a lot of visitors but it's crucial that the search engine leads them to make purchases. Providing a search function that is error tolerant and customising product placement to highlight your USP, are ways to ensure conversion. Integrating FactFinder is quick and easy - regardless of high numbers of individual SKUs or complex environments. Our eCommerce experts will provide assistance every step of the way, helping you achieve the full potential of your online store.

About FactFinder

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjøp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Every day millions of B2C and B2B shoppers find what they are looking for with FactFinder - fast, personalized and with joy.



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Our eCommerce experts can offer support in multiple languages.

2,000+ online shops grow and excel with FactFinder

