



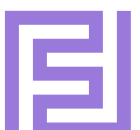
We are especially happy about the higher customer satisfaction since the go live. Our customers immediately noticed that we optimized something about the search.

Patricia Zwack

Onsite Search Expert

Next Generation uplifts conversion by +10%

A rating of 4.8 stars from over 96,000 customers sends a clear message: RE-IN knows how to make online shoppers happy. In recent years, this eCommerce company has written a growth story of excellence, expanding the assortment of its four online stores from 450,000 to now more than 4 million products and implementing a marketplace model into voelkner.de, RE-IN's largest store - a major challenge not only organizationally but also technically. After all, to ensure that online shoppers find what they are looking for quickly and reliably, more than 10 million data records have to be processed in the background. This was a task only Next Generation was up to. "The fact that it works so quickly and with such high performance is impressive," says Patricia Zwack, Onsite Search Expert at RE-IN.





Our world of digital commerce

voelkner

7 million satisfied customers
4 million products

voelkner offers a diverse selection of items in the fields of electrical engineering, tools, IT, houseware and more, which customers can access through an intuitive shopping platform. In addition, the voelkner marketplace offers sellers the opportunity to showcase their own products and sell them successfully.

digitalo 

2.8 million satisfied customers
1 million products

digitalo is one of the best providers of fast and easy shipping of electrical goods in Germany, specializing in consumer electronics and household appliances offering brand-name, new products, and bestsellers at low discount prices.

SMDV

840,000 satisfied customers
520,000 products

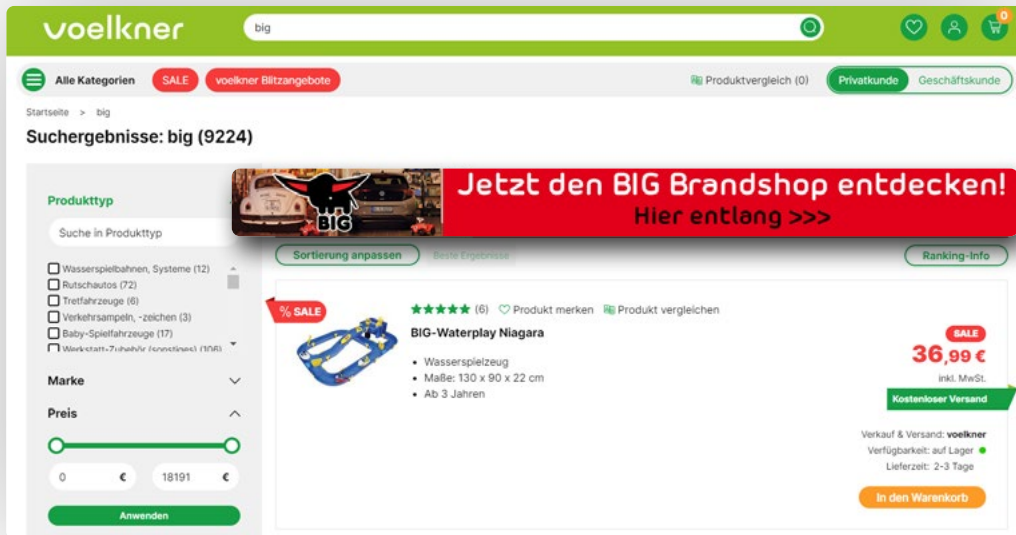
SMDV offers top brands and low prices for model railways, model building, leisure and outdoor articles, delivering special offers and a large variety of products.



GET GOODS

240,000 satisfied customers
680,000 products

getgoods is a leading site for inexpensive, fast and hassle-free shopping of electronic goods. By concentrating on digital sales, getgoods is able to offer lower prices, a larger selection of products, more up-to-date assortments and better shipping conditions.



Emotional merchandising on search results pages: RE-IN inspires online visitors with an engaging banner that matches the search term and invites them to explore the BIG brand world.

eCommerce RE-INvented

As an innovative company in eCommerce, RE-IN (Retail International GmbH) distinguishes itself by constantly reinventing, evolving, and improving approaches while keeping people and their experiences as the central focus. RE-IN has over 10.8 million satisfied customers across the four stores it oversees: voelkner, digitalo, SMDV and getgoods. If you were to ask customers what makes RE-IN's business stand out, it's simply the many advantages such as good price-performance ratio, wide variety, and smooth processes. "It's important to us that customers feel comfortable with us and have an effortless shopping experience," explains Patricia. The company's strong focus on customer satisfaction has motivated RE-IN to continue exceeding expectations rather than taking a complacent approach. "Our customer response is really something to be proud of and it shows that we're already doing quite well, but of course, we can always do better." This ambitious mentality can be seen throughout the company and felt among its employees. Patricia, for example, is responsible for search and navigation in RE-IN's four online stores, from voelkner's marketplace to digitalo's consumer electronics, SMDV's model trains, and getgoods which operates in 5 countries and in 3 languages. "We do all of that via FactFinder," she explains. With nearly a decade of experience working in search, she still describes the field as exciting. "voelkner has over 1.5 million visits per month of which 18 percent use the search function. So, there's always something to do."

FactFinder as a trusted partner for over 10 years

Patricia has been with RE-IN since 2013, which is exactly how long she's been working with FactFinder's market-leading search technology. Of course, the company never took its pick of search solution for granted, being sure to test FactFinder against other providers. "Since we are continuously developing, we also regularly check whether the systems we are using still fit our requirements," Patricia explains. Over the past 10 years, however, FactFinder has stood up to any comparison and supported RE-IN's online growth with a wide range of functions. These include search optimization tools such as synonyms, ranking rules and redirect pages as well as flexible merchandising functions.

"What convinces me most about FactFinder is its variety," she says. "After all, it's not just a search tool. We use it regularly for marketing campaigns." Especially for short-term campaigns, the solution allows the team to react quickly. "We fire up the FactFinder and build landing pages for our SEA campaigns, highlight special products in the results lists, integrate guided selling campaigns, and even create product sets for our newsletter campaigns," remarks Patricia. She also praises FactFinder's consulting services for the additional help they provide her. "I can do everything myself if I want to, but I don't have to. If we get stuck somewhere, I know there is someone available at FactFinder who I can quickly call and say 'I'm stuck' and then we do it together. I really like this, and the fact that we've been working together for so long is a testament to that."

Marketplace strategy that pays off

In 2019, RE-IN made a huge step toward its ambitious growth strategy by planning the launch of a marketplace platform with its largest store voelkner. Third-party retailers have since been able to add their products to voelkner.de and make them visible to the marketplace's one million monthly visitors. It's a win-win-win situation because online shoppers get an even wider selection, brick-and-mortar third-party retailers sell on an additional digital channel with little effort, and RE-IN increases its revenue through commissions.

At the beginning of 2020, just a few months after the launch of the marketplace model, the first lockdown was declared in several European countries including Germany. It quickly became clear that RE-IN had implemented the right strategy at exactly the right time. Patricia describes, "With our marketplace, we were able to help stationary retailers sell even when stores were closed." The fact that the connection of new third-party retailers and new products worked so well was mainly due to two factors: first, the dedication of RE-IN's highly professional team, and second, choosing the right eCommerce system.

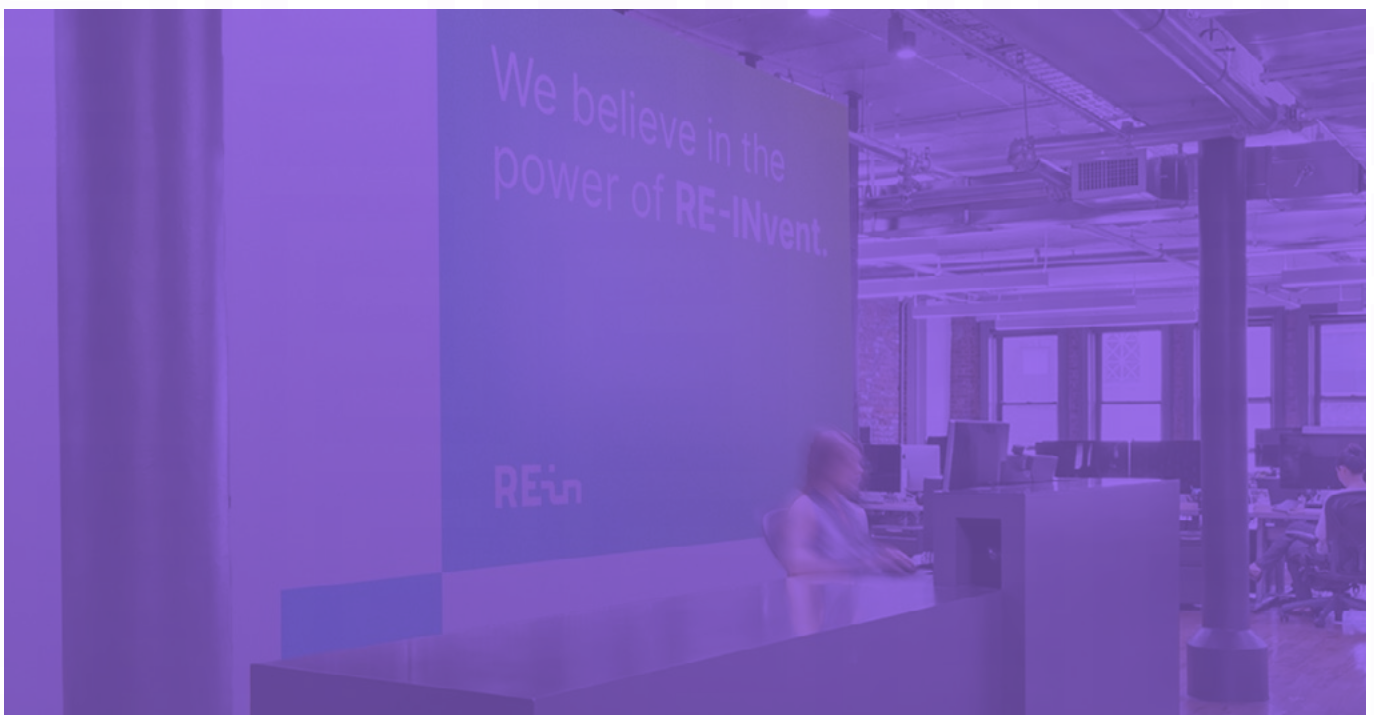
"We have over four million products in our stores, which in turn have different offer variants - each with different price ladders for B2C and B2B customers," explains Patricia. In addition, there are around 4,500 filter attributes that have to be assigned to the right products for each search query in the store. This complex logic must be processed correctly via search and navigation and displayed in the

front end with high performance. According to Patricia, there are more than 10 million data records from more than 200 retailers - and the number keeps rising. "We want to continually expand our marketplace to better meet the needs of our customers," says Patricia. "Of course, our search solution also has to adapt to this goal. There's a lot of data to be processed in the background so it's important to us to have a partner who can keep up."

43%

**of global consumer electronics
revenues are generated online**

Source: eCommerce shares in top
product categories, ecommerceDB, May
2022



Seamless transition to Next Generation

Planning the switch to Next Generation began in 2019 when the team started preparations for the marketplace – a project whose size required extensive assessment. “We had to evaluate which tools we already had that could be applied toward the marketplace, what exactly we needed, and how should it be done,” Patricia explains that led her team to upgrade their FactFinder version. In 2020, the RE-IN and FactFinder teams began to develop the existing system while implementing Next Generation parallel.

The go-live date was planned to be ahead of Black Friday and the holiday shopping season, an already busy time for most retailers. “When you do a project like this, you think of the time schedule and expect something to come up that goes differently, but the project went really well. Everything was well planned and someone from FactFinder was always available,” says Patricia. She even recalls unexpected evening sessions with the FactFinder team to get everything ready in time. The project went live on schedule, an accomplishment that Patricia credits to the partnership she has with FactFinder. “I think we have a very good relationship, a very cooperative relationship. We can talk openly about challenges and find solutions together.” When looking back, she describes her experience with the project as “a lot of fun” and switching to Next Generation as “the right step” for the company. “We would definitely do it again.”

Higher conversion rate, search performance and result quality

What makes Next Generation unlike any other is its capabilities - particularly in terms of eCommerce KPIs. Patricia reports that both RE-IN sales and online shopper satisfaction have improved, “By switching to Next Generation our conversion rate increased by almost 10 percent, and as a result, we were able to increase our revenue. We are especially happy about the higher customer satisfaction since the go-live. Our customers immediately noticed that we optimized something about the search.” She explains that RE-IN conducts regular customer surveys to check how satisfied online shoppers are with the search. Those survey scores have gone up significantly, she says, while support requests to the customer care department have dropped.

“Next Generation has really given us an uplift,” Patricia points out. In addition, search performance has also developed positively. This means that everything generated via FactFinder, whether product suggestions,

search results, or filters, now load faster, within just a few milliseconds. For a marketplace with several million products, this is no small task but is crucial to ensure the best possible customer experience and conversion rate. “The performance has improved significantly, as our customers have also confirmed. The response has been really great - no comparison to the past,” Patricia explains. She adds that thanks to the better search core in Next Generation, she has even been able to switch off campaigns that were previously needed for search optimization. “I can only recommend everyone to switch because the search algorithm has become better than the 7 version,” she says.

Project results

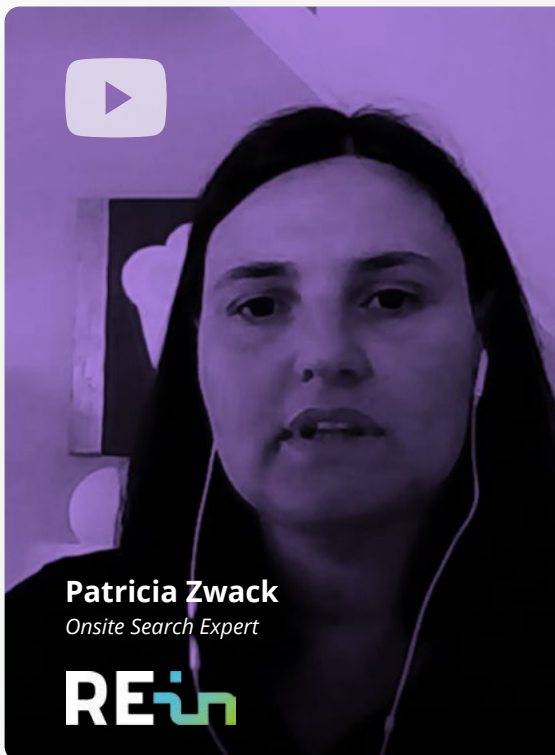
- **10% conversion uplift**
- **Faster search performance**
- **Positive customer feedback**
- **Reduced customer contact rate**
- **Better data handling**
- **Automation with control**

Ready to get personal

Now that RE-IN has Next Generation powering their online shops, the next steps are to take advantage of the new advances and fine-tune them to fit their customer requirements. First on the list is filters, a front-end topic visitors have often pointed out. The improvements are already in the works, following A/B testing as well as usability surveys which provided valuable insights the team put into action. Patricia also describes that mobile is a central point in RE-IN's filters optimization strategy, the objective being to make them easier to use and more responsive.

To further advance the site's responsiveness, RE-IN is experimenting with FactFinder's Personalization module which enables them to deliver highly individualized, 1:1, real-time experiences as unique as the customer. Patricia explains the test phase with the module ran for three months and, at the time of this interview, had ended a few days before. The team will now begin analyzing and evaluating the results in order to decide how to proceed with the topic of personalization. Patricia remarks that although the test results are very fresh, they have already been able to pinpoint positive numbers: "The click rate has definitely increased."

RE-IN recognizes that to deliver personalized experiences to every one of its combined 2 million monthly visitors it will need to make use of automation. "We want to achieve a lot with as little manpower as possible, and that simply requires AI," says Patricia. Her team wants to meet customers' unique needs via the search, delivering results tailored to each individual as well as catering to the experience for both B2C and B2B. This is a major challenge but one the company readily embraces with FactFinder by its side.



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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.



Contact us

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Our eCommerce experts can offer support in multiple languages.

2,000+ online shops grow and excel with FactFinder

