

// *80% of the work is done immediately after installation.*

*Jonathan Broadhurst*  
eCommerce Executive

# Cooksongold increases online shop conversion rate by 26%

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Cooksongold, the UK's largest one-stop shop for quality precious metals and jewellery-making supplies, sought to drive digital growth by enhancing its customer experience. To do so, the company set the goal to create targeted merchandising campaigns that could then be expanded into additional markets. With FactFinder technology and consulting services, they got more than a site search provider - they got an all-in-one solution.

## The challenge

Cooksongold provides jewellery makers with anything they need from A to Z, with over 18,000 products offered in its online stores. Their product selection includes huge stocks of silver, gold, palladium and platinum as well as wide ranges of findings, loose and finished chain, gemstones, ring blanks, jewellery making tools, silver clay, beading materials and much more. Due to this large and complex assortment, it was often difficult for customers to find the right products - a sales issue that this B2B retailer urgently needed to solve.

They also wanted to find a way to promote their own sales events through merchandising campaigns and generate new purchases through product recommendations. All these processes were then needed to be replicated across several new markets in Europe. With a small marketing and IT team for its online shops, Cooksongold needed to be able to do all this both cost effectively and with minimal ongoing effort.

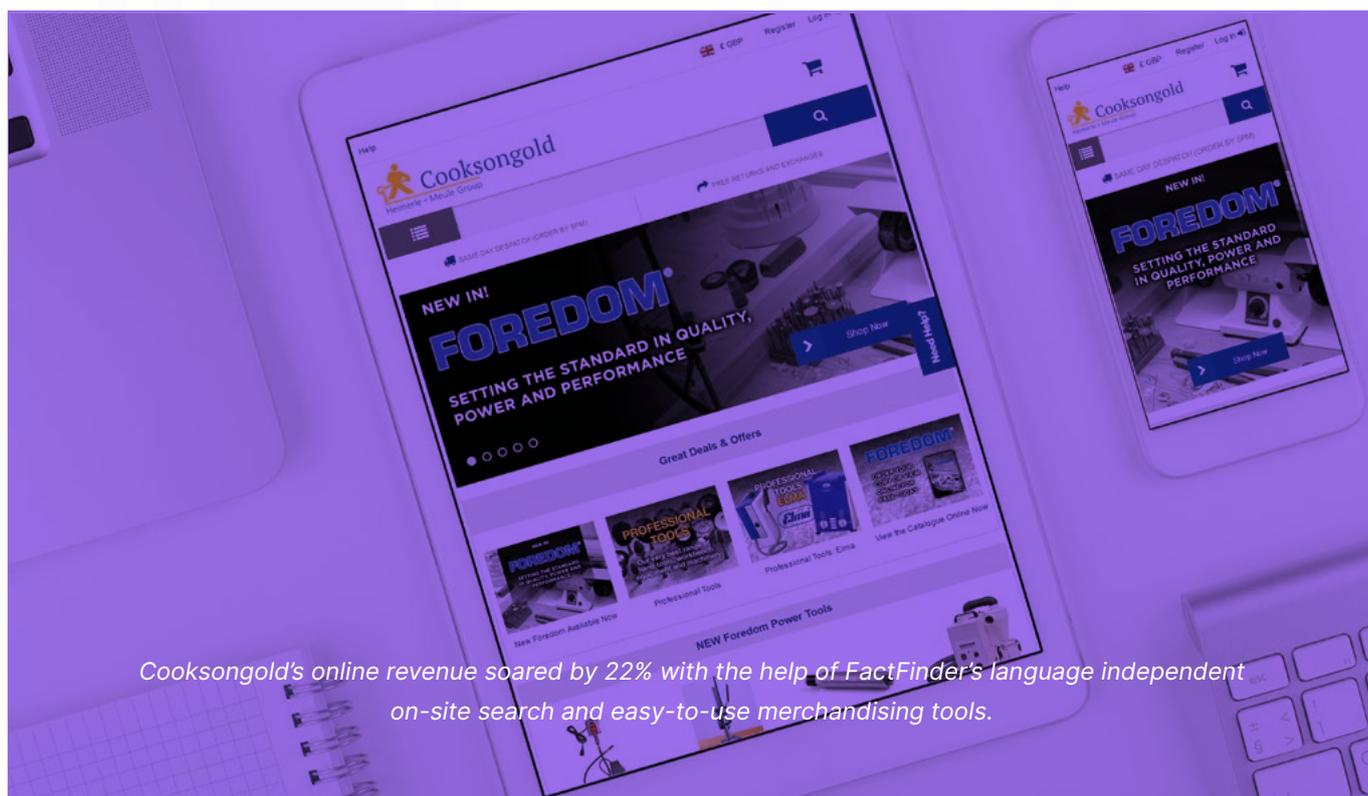
## The solution

Cooksongold found the solution in the software that was already in use but had not yet been fully utilized. Jonathan Broadhurst, eCommerce Executive at Cooksongold explains, "We had happily been using FactFinder for a number of years already but knew we weren't making the

most of what it had to offer. When we learned what all FactFinder could do, it was clear that our online business would take a huge step forward."

## Easy-to-build campaigns

When a particular keyword repeats itself in store visitors' search queries or when specific sales events are approaching, Cooksongold can quickly create high-converting campaigns via FactFinder's merchandising tool. FactFinder offers eCommerce and marketing teams a whole set of campaign and merchandising functions that can be controlled without any programming knowledge. You can easily create brand pages, seasonal themed worlds, virtual consultants or special placement for promotional products - all without the need for IT. This enables Cooksongold's team to create and manage their campaigns twice as fast as before, allowing them to run many more highly profitable campaigns per year.



*Cooksongold's online revenue soared by 22% with the help of FactFinder's language independent on-site search and easy-to-use merchandising tools.*

## Internationally scalable

Cooksongold wants to grow in its existing markets as well as expand into additional ones. Due to the international scalability of the software, campaigns can be easily transferred to other countries through FactFinder's user interface, which allows users to intuitively control all functions and workflows. Built-in search and filter options help you quickly access any FactFinder setting, whether it be search diagnostics, ranking rules, campaigns or personalization. You can control and maintain all your FactFinder channels simultaneously without having to work on each one individually. The system is so intelligent that products which are not available in a particular country are automatically removed from campaigns.

## First-class support

Cooksongold benefits from FactFinder's market-leading technology as well as first-class support and consulting. "FactFinder has also provided exceptional support," says Jonathan. "The consultants help us with all the challenges we face in our shop. We also get analyses and recommendations on areas we could improve." Based on systematic data analysis of your shop and your target group, FactFinder consultants develop pragmatic approaches to solutions and provide long-term support in their implementation. They cover the entire spectrum of optimization fields, from the strategic level through technical and structural prerequisites to the target-group-focused shop orientation.

## The results

By making the most of FactFinder, Cooksongold has increased conversion rates by 26% and boosted the number of transactions by 26%, leading to an overall 22% growth in their sales revenue. Easy replication of campaigns across multiple channels means results have been just as impressive in Germany and Spain as they have been in the UK. "Thanks to the unique technology, we are making rapid progress," says Jonathan. Most importantly, Cooksongold's eCommerce team have also been able to achieve all this without taking up much time – leaving them to focus on what they do best.



*FactFinder is a really powerful tool for us as a small team. 80% of the work is done immediately after installation. This leaves us to focus internally on campaigns based on our unique knowledge of our products and customers.*

**Jonathan Broadhurst**  
eCommerce Executive

## By making the most of FactFinder, Cooksongold has increased:

**+26%** number of transactions

**+22%** revenue

**+26%** conversion rate

**-50%** implementation time for campaigns

## The future

Cooksongold's IT team plans to further expand its success with FactFinder by using the automated Personalization module. Based on tracking data along with session and user IDs, the module determines the unique preferences of your individual customers, such as preferred brands, colors, prices or categories. The most relevant products to each active user are then promoted to the top of the results page, resulting in higher conversions and a more intuitive customer shopping experience. Cooksongold entrusts FactFinder technology across its European online shops including Germany, Spain, France, Italy and the UK, and will continue to do so as it expands.

## 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

