



It is great to see the actual business results that we have been able to achieve with FactFinder's intelligent search solution.

Joachim de Boer

Co-founder DeOnlineDrogist.nl.

Conversion rate boosted by 12% with FactFinder's search engine

Since inception, DeOnlineDrogist.nl has been operating online exclusively, and over that time it has nurtured a reputation as a truly trustworthy digital vendor, with a wide product inventory and high quality of service. However, the sector is fiercely competitive, which spurs the company to continually strive to improve all aspects of its offering. Speed and efficiency are key, as part of a smooth customer experience. Customers expect to be able to find exactly what they are looking for, quickly.



DeOnlineDrogist.nl has grown quickly and explosively over its years of operation, with an ever-expanding product range to match. Ensuring the website has been able to grow and adapt to handle and promote this impressive inventory has been highly challenging. It became increasingly clear that the team lacked the time, resources, and expertise to improve the search function, which was essential to enable users to navigate the available products and maintain the impressive user experience customers had come to expect from the site.

About DeOnlineDrogist.nl

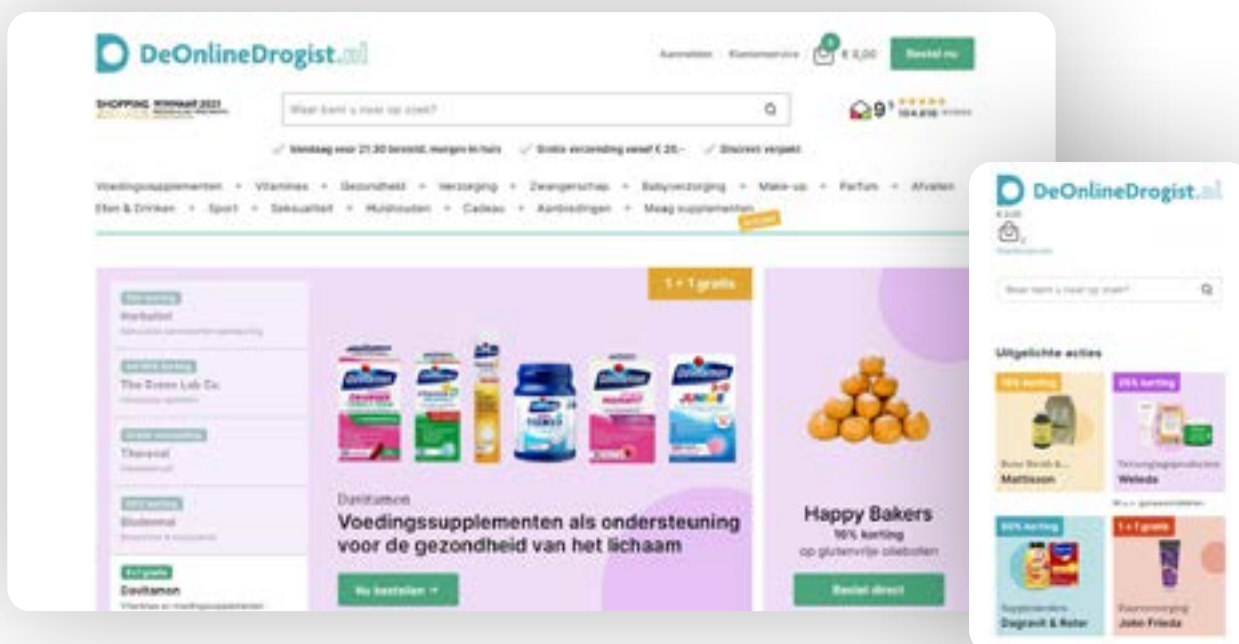
DeOnlineDrogist.nl was founded in 2007 in the Netherlands as an online-only pharmacy, which sold a small specialist range of goods. Since then, the company has grown into the largest online drugstore in the Netherlands, recognized with several awards for its customer support and service. Today DeOnlineDrogist.nl offers over 35,000 products, ranging from care products to medicines, supplements and dietary aids to perfumes. Speed and great customer service are of the essence for the company. If a customer orders before 9.30 pm, they will receive their goods the very next day.

The challenge

“We realized we had grown out of our own search engine due to our large number of products as well as the increased expectations on speed and easiness to find products from both our customers and internal staff.” - Joachim de Boer, Co-founder DeOnlineDrogist.nl.

DeOnlineDrogist.nl's search function was powered by a search engine developed in-house. The company placed a great deal of value on this personal search software, as the team understood how it worked and could adjust as they wanted. However, increased feedback was pouring in, from both customers and staff, that the search did not meet user needs or expectations. Searches often returned poor results and the business was beginning to lose customers.

The company realized its own engine couldn't handle issues like misspellings and specific searches as quickly as needed. Making the necessary tweaks and updates to improve these issues consumed vast amounts of employee time, and the results were rarely as successful as hoped. The team didn't have the deep knowledge of search software and best-practice to understand why the results did not meet their expectations. For instance, they knew that adding personalization would be a key driver of improved customer experience, but no one in the team had the ability to implement the necessary personalization layer to the incumbent search software. It was time to find a vendor that could help them reach their goals and drive future success.



Why FactFinder?

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All business-critical decisions for the company are made based upon data and expert insight – every change should be the result of a clear and powerful business case, with a foundation of hard facts to back up projected ROI and results.

Potential search engine partners needed to meet the following criteria:

- **Proof points:** FactFinder shows how a better search leads to increased revenues.
- **Responsiveness and flexibility:** FactFinder acts with a sense of urgency and strong collaboration skills.
- **Innovation:** FactFinder constantly looks to improve and develop for future needs.

The results

After a quick and pain-free implementation, DeOnlineDrogist.nl went live with its new FactFinder search engine at the beginning of February 2018. Just three months after this, the company could see an increase in conversion rate from search by 12%, compared to the same period the previous year.

Running the largest online pharmacy in the Netherlands means there is always plenty to do. Freeing up the staff previously bogged down working on search improvement to act more proactively and less reactively, on high-value projects across the business, has been another great benefit of implementing FactFinder.

DeOnlineDrogist.nl now plans for further improvement and personalization of their search function in collaboration with FactFinder. We can’t wait to get started!

In addition to meeting all the essential criteria, FactFinder was chosen as a partner due to our:

- **Product:** Innovative, powerful software that meets the needs of DeOnlineDrogist.nl.
- **Agile team:** People who listen to the company’s needs and help them efficiently implement and realize their ideas C.
- **Conversation rates:** Proof that our search works and improves customer experience, creating an easy business case.

“Prior to partnering with Loop54, we spent about 30 hours a month on keeping our search up to date. Now we spend max four hours a month on that, collaborating with the team at Loop54. It is a great improvement for us, freeing up time and resources for other parts of the business.”



Joachim de Boer
Co-founder
DeOnlineDrogist.nl

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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