



*FactFinder solves important B2B requirements right out of the box.*

**Christian Mertens**

*E-Commerce Manager*

# Successfully found search terms increase to 94% for MEVACO

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“Fascinatingly simple,” remarks MEVACO, Europe’s leading supplier of expanded metals, perforated sheets and welded grids. As a pioneer in the field of industry 4.0, this medium-sized enterprise demonstrates great innovative spirit while always aiming to make everyday working life as easy as possible for customers from the metal, construction and trade sectors. Their eCommerce team manages all seven online shops from the headquarters in Germany, therefore, a high degree of automation is critical. This is why MEVACO relies on FactFinder’s search and navigation engine throughout its European shops.



## Digital pioneer in the analogue industry

A 2019 study by the Fraunhofer Institute, Europe's leading application-oriented research organisation, indicates that 79% of steel and metal dealers have no experience with industry 4.0 applications. Taking this market knowledge into account, MEVACO decided to distinguish itself early on and lead the way by offering exceptional online services. These include an intuitive user experience, product configurator, inspirational area with rich media instructions, as well as the MEVACO app, which provides insight into the entire product range. Christian Mertens, E-Commerce Manager at MEVACO explains, "What sets us apart from the market players in the metalworking industry is that we are a very open-minded company when it comes to digitalisation. We try to automate the processes as much as possible. Today we offer more than 14,000 articles in our shop and with our new MEVACO Configurator the variety is almost infinite. Our range of online services encourages customers to process their orders digitally. We are working hard to ensure that this portion increases even further in the coming years."

## Not all search solutions are suitable for B2B

When it comes to making the procurement process as quick and simple as possible for online customers, the search function is of the highest importance. The search solution MEVACO previously used was unable to meet the metal trader's requirements in terms of both accuracy and functionality. Additionally, optimising the search results required a lot of time and resources - exactly what one wants to avoid as an eCommerce team of an enterprise, especially if you have six additional online shops to manage. Therefore, MEVACO decided to integrate a new solution and considered several providers. The decision was then made in favour of FactFinder as Mertens explains, "FactFinder's search and navigation solution brings along strengths in automation and solves important B2B requirements right out-of-the-box, where others either have to be adjusted or require a lot of customising effort. FactFinder is exactly what we needed."

## FactFinder delivers maximum quality with minimum effort

"After a smooth integration, we've only had to create one ranking rule and manage the synonyms and filter configuration weekly. We leave the rest mainly to FactFinder's AI-based algorithms - we rely very much on automation," continues Mertens. "This alone has

## B2B requirements that FactFinder meets straight out-of-the-box:



Fast, error-tolerant search in complex product data



Optimized search results via machine learning



Minimal resource commitment in day-to-day business



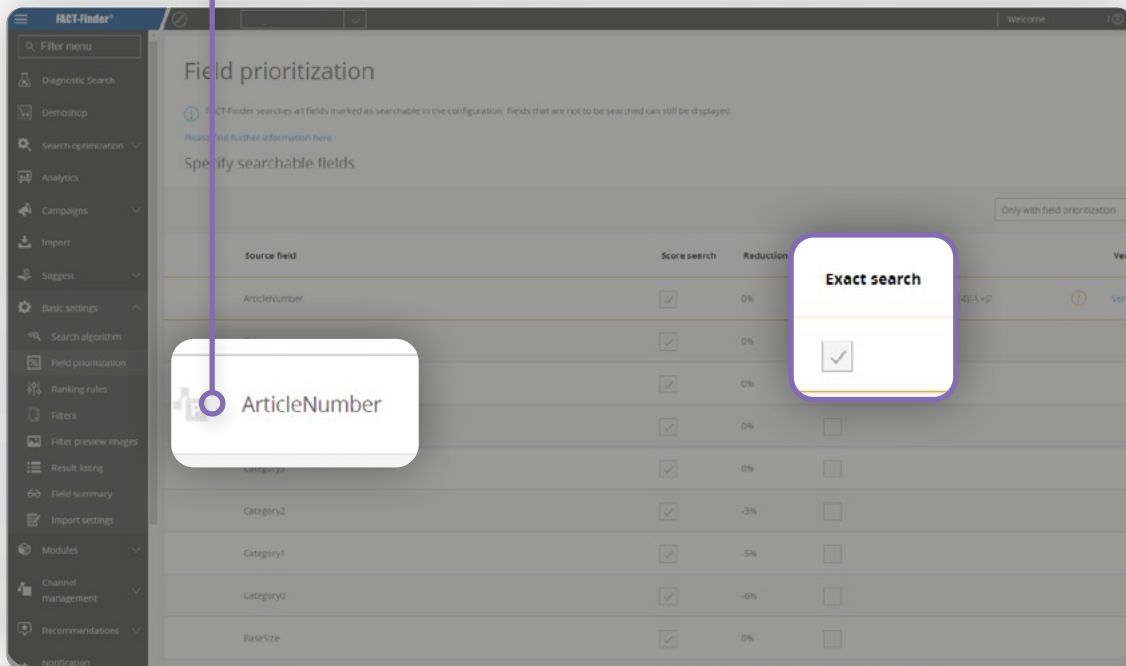
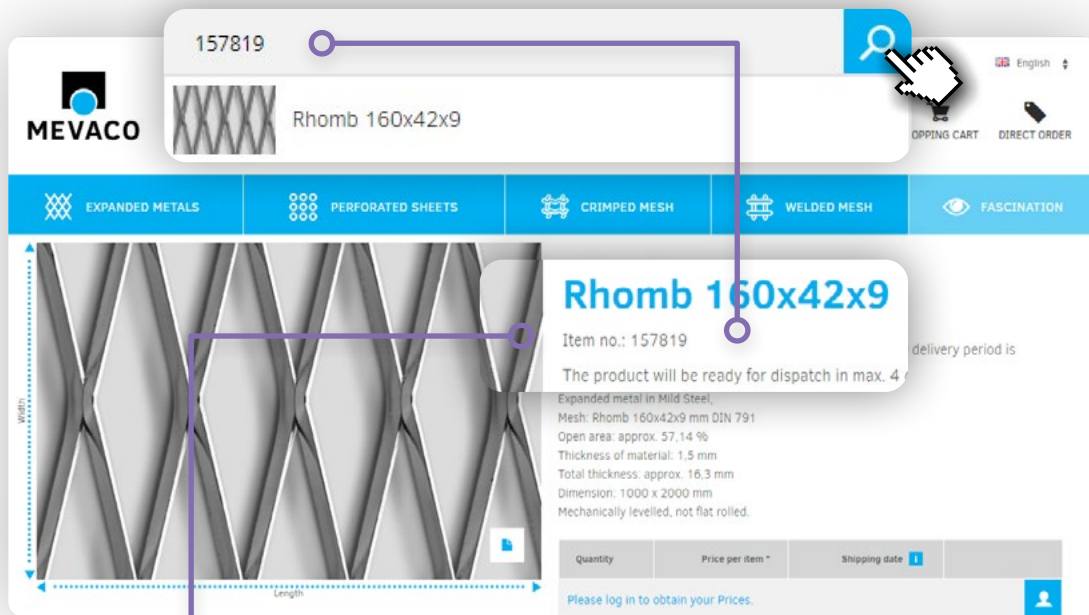
Exact product number search



Customer support through individualized pricing

increased the number of successfully-found search terms to 94%. We are therefore confident that using FactFinder will contribute significantly to our online success."

The search function in MEVACO's online shops is also extremely important for returning buyers. When customers know their way around, they will be primarily looking for article numbers or DIN standards. Using FactFinder's Exact Search function, MEVACO is able to switch off error tolerance for article number searches, allowing product experts to find exactly what they need.



*Returning customers often search for product numbers or DIN standards. With FactFinder's Exact Search function, MEVACO leads these customers directly to the right products.*

## Next Steps: optimizing suggestions and CMS search

MEVACO has improved usability in its B2B shops with the features of FactFinder. Now, their eCommerce team looks forward to the results of upcoming projects. Mertens confirms, "We have planned to further optimise the Suggest function and also integrate FactFinder's search function to

the CMS (Content Management System) pages. We still have a lot of ideas on how to use FactFinder's full potential for our digital growth. It's good to know that FactFinder, like us, is always working on innovations that are useful."

## 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 Elkjöp 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

