

FINDÔLOGIC
stop searching - find!



CASE STUDY: CONVERSION-RATE INCREASED BY 20%
SUCCESS FACTORS IN THE ONLINE-SHOP OF
ADLERMODE



Domain:	www.adlermode.com
Headquarters:	Haibach/Deutschland
Traffic:	1,6 mil. visits per month
Field:	Textile retail

„Conversion-rate increased by 20% with FINDOLOGIC!“

Adler started 70 years ago as a small family-run business. Today it's one of the largest listed textile retail chains in Europe and sells women's and men's clothing at a fair price in the online-shop www.adlermode.com, as well as in the more than 170 physical store locations. The product range is supplemented with accessories, shoes, children's and baby clothing as well as traditional 'Trachten' fashion. The wide assortment requires a targeted search for the desired products. For this purpose Solr, based on the Hybris shop system was used, but its configurability was associated with too much effort and complexity. To improve this situation, they decided to use FINDOLOGIC.

FINDOLOGIC – Best value for money

„We looked around the market for a long time and compared various providers. FINDOLOGIC didn't just convince us with their price-performance ratio. Our clear focus is on the relevance of the results for our customers. All FINDOLOGIC functions, such as campaigns, pushing products or product placements, help us to reach this goal. To say it simply, here as with us we received best value for money.“

Campaigns – Easy to implement in practice

Adler began with a wide ranging “Glöckler campaign” in their newly optimised shop [named for a star designer partnership]. Thus, the search results could be controlled in a targeted manner and the promotional items came into focus. “We are now applying the results and lessons learned to all of our large-scale campaigns and are very satisfied. This is very easy with the campaign function and completed with just a few clicks. “

FINDOLOGIC Mobile & App – The results are convincing

Adler also decided to use the Shopping Experience Platform from FINDOLOGIC and were satisfied with it from start to finish. “We have doubled the share of mobile users in recent years. In order to satisfy our mobile customers as well, the results had to be delivered quickly and presented responsively. Thanks to FINDOLOGIC, we were able to achieve both without any difficulty. “

Facts and figures

In addition to the many comprehensive advantages, the following figures could be measured by implementing FINDOLOGIC:

The conversion-rate in the entire shop increased by 20%.

The conversion-rate in the search rose to 10.25 percentage points.