



SEARCHSPRING INTEGRATION IMPROVES USABILITY & RELEVANCY FOR VINTAGE TUB & BATH

Switching from Magento's default search solution drastically improved RPV and conversion rates, increasing Vintage Tub & Bath's profit margins and top line revenue.



VINTAGE
TUB & BATH

CASE STUDY

VINTAGE TUB & BATH

With over 20 years of industry experience, Vintage Tub & Bath (VTB) specializes in delivering vintage-style premium fixtures direct to consumers.

With an immense inventory of over 17,000 products from nearly 100 individual manufacturers, they provide a high level of choice to their customers. VTB supplies this value through a competitive pricing model, and step-by-step guidance from their staff. Their industry knowledge allows them to provide a level of service to their customers that's truly unique in the home decor industry.

 **17000**
Products

 **100**
Manufacturers

THE PROBLEM

With such a vast selection of products available on their website, helping shoppers find the right product was very challenging with the default search solution from Magento Enterprise. Similar to many default search solutions offered by other eCommerce platforms, there are limitations beyond basic keyword matching, and because of this, VTB was constrained by low conversion rates and revenue per visitor from search visitors. Their existing search had difficulty with multi-word, brand and keyword matching, and did not often understand the context of their customer's searches. In many instances, shoppers searching for specific products were being shown accessories instead of the products themselves.



After utilizing four different search solutions over the last few years, SearchSpring not only was able to boost performance and revenue but it was by far one of the easiest integrations I have taken part in during my career. It was a seamless integration with our website and analytics, allowing for a quick launch and more in-depth reporting on search.

Tony D'Amato | Marketing Director

[SEARCHSPRING.COM](https://www.searchspring.com)

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THE SOLUTION

After reviewing three search providers, VTB ultimately chose SearchSpring based on their superior product functionality and expertise with Magento clients. SearchSpring's proven track record in the Home Décor niche and strong customer success history gave VTB confidence in the search solution. Leveraging their new Relevancy Platform, the SearchSpring team was able to accomplish two main goals for VTB. First, to align search results with profits by boosting their higher margin house brands over third-party brands. Second, the SearchSpring team was able to improve conversion through Product Awareness, SearchSpring's proprietary natural-language relevancy algorithm.

 **22%**
Increase in
Average Conversion

 **50%**
Increase in
Search and RPV

THE RESULTS

Within the first 90 days of launching, SearchSpring has proven its value by improving VTB's conversion rate, marketing effectiveness, and site usability. In this short period of time, VTB saw an increase in search usage and revenue per visitor of over 40%. In addition, VTB noticed an increase in their marketing effectiveness and conversion rates across their paid marketing channels. Google AdWords, email, and affiliate traffic all saw an average conversion increase of 22%. With such positive results, VTB is looking to integrate additional products in SearchSpring's Relevancy Platform, including product recommendations and category navigation, both of which will provide additional value to a larger share of their overall customer base and traffic.

“ Our previous search solution often placed the most-popular items low on the results page or worse gave users poor or no results at all; this solution corrected that issue and put those products at the top where they belong. The greatest aspect with SearchSpring is that it allows users to find what they are looking for with ease. Also, not only has website conversion improved but the average length of calls within our call center has decreased by 1.3 minutes as a result of our improved search solution. This, in turn allows our sales reps to answer more calls and emails.

Tony D'Amato | Marketing Director



ABOUT SEARCHSPRING

At SearchSpring, we are passionate about developing products and services that enhance the experience of online shoppers across the customer journey, and drive quantitative results for merchants. Over 700 B2B and B2C customers across many retail categories put their trust in us as business partners.

We invest in our customers by offering knowledgeable support, and industry-leading innovations which make us unique in the industry. Our Relevancy Platform delivers tangible and meaningful results to merchants, while also providing them with powerful merchandising tools and actionable insights.



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