

LEADING POWERSPORTS RETAILER ACCELERATES GROWTH WITH SEARCHSPRING

The recent addition of a product finder on top of the existing five products in the Relevancy Suite, Increased conversion rates by over 15%

BTOSPORTS

BTO Sports is a worldwide, online retailer of Motocross gear, parts, accessories, clothing, and more. Founded in 1999 by owner and acting President Vince Arimitsu, BTO Sports has been in business since the beginning of the eCommerce explosion.

BTO Sports is heavily involved in the sport of Motocross, from the grassroots amateur ranks of the sports, all the way up to the highest level of professional Motocross and Supercross racing. BTO Sports is the proud title sponsor and co-owner of the BTO Sports KTM Race Team.

BTO Sports offers the widest selection of motorcycle parts, gear, and accessories available on the web at the lowest prices possible. These elements combined with an unrivaled customer service staff, and free shipping across the globe, has made BTO Sports a leader in the powersports and motocross industry.

THE PROBLEM

Powersports is historically a retail category that offers a wide variety of products and SKUs, which present challenges in creating a front-end user experience that can account for a variety of make/model/year combinations as well as rider types. BTO came to SearchSpring back in 2008, looking for additional ways to optimize their ecommerce performance. "We listened to BTO's needs and created a solution that leveraged all of the products in our Relevancy Suite (Site Search, Autocomplete, Category Navigation, Product Finders, and Product Recommendations) to improve site usability, the customer experience and conversion. It was a great way to improve visibility for their most sought after products," said Scott Zielinski, Co-Founder of SearchSpring.

“ *The immediate visibility and access to our most heavily sought after products made our customers very happy.* ”

Vince Arimitsu
President



THE SOLUTION

“SearchSpring has been a trusted partner for BTOSports since 2008” said Vince Arimitsu, President of BTO Sports. “They’ve consistently delivered positive results and the recent Product Finder addition to our website didn’t disappoint. We didn’t think we were ‘wow-able’ after years of working with SearchSpring, but they did it again.”

With over four of SearchSpring’s products already being used onsite for BTOSports.com the Product Finder was an immediate fit into the content layout, providing users immediate access to the most popular bike parts available. The above-the-fold placement in the design ensured all website visitors had the opportunity to use the tool for their shopping experience.

“Within a few weeks the results were clear,” said Arimitsu. “The immediate visibility and access to our most heavily sought after products made our customers very happy.”

THE RESULTS

Within three weeks, BTOSports.com saw a significant lift in website purchases over the previous year. “We saw our conversions rise almost 16%,” said Mike Giordano, Director of Marketing and Ecommerce Development, BTOSports.com. “The Product Finder addition was really helping us get the right products in front of our customers, quickly.”

Product Finder also had success in increasing the page views per visit and decreasing the bounce rate across the website. “When all three increases are looked at holistically, there’s a clear indication that users are finding and purchasing what they’re looking for easier than before the integration,” said Zielinski. “We’re really excited to see our customers succeed, especially when we’re the ones helping that success.”

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Mike Giordano
Director of Marketing



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.

SEARCHSPRING.COM

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