

DIY

## Search Revolution: Bauhaus skyrocketed KPIs after switching to Prefixbox



Bauhaus Czechia generated extra revenue and significantly improved their online shopping experience by replacing their old search provider with Prefixbox.

### Results

**17.4%**

increase in Revenue

**14.2%**

increase in Average Order Value

**44%**

increase in Cart Events via Search

**36%**

decrease in Time to Success

**24.7%**

decrease in Zero Result Searches



#### The website

Bauhaus, a top European DIY chain, operates 260+ stores across 19 countries. Their Czech site is a leading DIY retailer, drawing around 1 million monthly visits.



#### The challenge

Bauhaus was not satisfied with the results their previous search provider and was delivering and decided to look for an alternative solution that could better meet their needs and improve their KPIs. In an A/B test against their previous provider, Prefixbox positively impacted their KPIs.



#### Solution

Bauhaus tested Prefixbox's complete Search Suite (Autocomplete, Search Engine, Related Keywords, Related Products, and Related Categories) against their previous provider's search suite. Prefixbox's solution resulted in a **17.4% increase in Revenue** and a **44% increase in Cart Events via Search**.

### The A/B Test

Prefixbox conducted an A/B test on Bauhaus' Czech online store for 1 month (September – October 2023) in which website visitors were evenly split into two groups.

The Control group was shown the old search provider's solution, while the Treatment group was shown Prefixbox's Search Suite with Autocomplete, and Related Keywords, Related Products and Related Categories.

### Detailed Results

#### 17.4% increase in Revenue

The audience segment that saw Prefixbox's Search generated **17.4%** more revenue in the examined period than those who used the previous provider's solution.

#### 14.2% increase in Average Order Value

The audience that saw Prefixbox's Search also generated higher Average Order Values: Prefixbox users placed orders with **14.2%** higher value on average.

#### 44% increase in Cart Events via Search

Prefixbox Search users carted **44%** more products using the search function than the segment that was shown the previous provider's search. This is a clear sign that user experience and result relevancy improved.

#### 36% decrease in Time to Success

Time to Success (TTS) shows the median number of seconds between the first interaction with the search function and a shopper's first click on the Search Engine Results Page (product clicks and cart events included).

Shoppers who saw Prefixbox's Search successfully completed their searches **15.6 seconds** faster, on average (43.2 sec), than shoppers who saw the previous solution (58.8 sec). This is a **36%** reduction in time spent searching.

#### 24.7% drop in Zero Result Searches

Zero Result Searches occur when the search engine doesn't return any products for a given search query. It's one of the worst experiences a shopper can have, which is why search providers focus on minimizing such events.

Prefixbox's solution was able to decrease the number of Zero Result Searches by **24.7%**, compared to the number of Zero Result Searches produced by the other provider's users.



### Summary

Bauhaus Czechia's online store achieved a remarkable improvement in search user experience by switching to Prefixbox, resulting in a **17.4% Revenue uplift** and a **14.2% increase in Average Order Value**.

Facing dissatisfaction with their previous search provider, Bauhaus underwent an A/B test where Prefixbox's Search Suite showcased its effectiveness in significantly **reducing Time to Success by 36%** and **Zero Result Searches by 24.7%**.

The switch to Prefixbox also led to a notable **44% increase in Cart Events via Search**, signalling a substantial improvement in user experience and search relevance.