

Industry/Books

Making Books Discoverable with Prefixbox Autocomplete



Tania Książka is one of the largest E-commerce businesses in Poland. Founded in 2006, they have consistently increased the number of book readers in Poland each year.



The website

Tania Książka has sold over 8 million products to over 1 million customers. They average 2 million visits per month.



The challenge

Shoppers searched for books with queries that didn't match the names in Tania Książka's product catalog. This led to a high Zero Result Search Rate, frustrated shoppers, and missed revenue opportunities.



Solution

Tania Książka implemented Prefixbox's AI-powered Autocomplete, which understands shopper intent regardless of how a query is executed. By returning relevant results, Prefixbox lowered Tania Książka's Zero Result Search Rate by 23.3%, increased conversion rate, and improved customer satisfaction.

The Benefits of Prefixbox's Rich Autocomplete

Prefixbox optimized the search experience in Tania Książka's online store by implementing a state-of-the-art Autocomplete solution, which generated significant business results and increased customer satisfaction.

1. Achieved Top KPIs

Many shoppers misspell queries or make typos, especially on mobile devices, which can lead to high Zero Result Search Rates. Prefixbox's Rich Autocomplete leverages AI and automation to decipher what shoppers are looking for and make relevant suggestions, no matter how they type their query.

By providing relevant search query, category, and product recommendations the second shoppers focus into the search box, Prefixbox decreased Tania Książka's Zero Result Search Rate by 23.3%.

Additionally, Prefixbox's Rich Autocomplete gave Tania Książka the power to Merchandize within the Autocomplete box. With the power to fine-tune results, Tania Książka could promote desired books and products that helped them improve their bottom line.

2. Enhanced User Experience

Shoppers expect to see relevant results instantly. Prefixbox makes this a reality. By returning results and recommendations that matched search users' intent, Prefixbox shortened the path to purchase and increased customer satisfaction.

Prefixbox's Rich Autocomplete is data-driven, which means it continuously analyzes search user behavior to improve results over time. In addition to preventing Zero Result Searches, data-driven results reflect seasonal trends and changing user behavior to help shoppers better navigate their search.

By streamlining the search experience with relevant recommendations, Prefixbox helped Tania Książka improve the shopping experience, build customer loyalty, and inspire return visits that increased sales.

3. Cutting-Edge Analytics

Prefixbox is the only search provider to offer true north star metrics like Time to Search and Session Success Rate. These insightful metrics helped Tania Książka understand how shoppers were interacting with results.

By identifying non-relevant results and highlighting room for improvement, Prefixbox enabled Tania Książka to effectively optimize their search, decrease Zero Result Searches, and increase conversion rate.



Conclusion

Prefixbox's state-of-the-art Autocomplete improved the shopping experience in Tania Książka's store by providing data-driven results that streamline the shopping experience, improve customer satisfaction, and continuously improve to keep moving KPIs over time.



Prefixbox provides valuable insights into our web store and customer behavior. The tool is easy to use, the team is helpful, and always willing to explain best practices and offer suggestions on how to optimize the solution.



MONIKA SZATYŁOWICZ
Ecommerce Director
TaniaKsiazka.pl