

# Boosting Conversion Rate and Revenue: Selsey's Success with Prefixbox's full Search Suite

**SELSEY**

## Results

**6.1%**

increase in Conversion Rate for search users

**12.9%**

increase in revenue from search users



### The website

Founded in 2013, Selsey sells a wide variety of home goods along with new and custom furniture. Selsey's online store has over 885,000 visitors per month.



### The challenge

Selsey wanted to increase Conversion Rate, decrease their Zero Result Search Rate, and improve the user experience in their store.



### Solution

Selsey streamlined the shopping experience with Prefixbox's state-of-the-art solutions for Search and Insights. They achieved an ROI in just three weeks.

## Summary

Selsey saw a significant impact from three key Prefixbox features: Rich Autocomplete, full Search Engine, and Related Searches.

### 1. Rich Autocomplete

Shoppers expect to see desired results instantly, regardless of how they phrase a search query. Selsey needed a solution that understood search query permutations, typos, and misspellings to return relevant results. Prefixbox's Rich Autocomplete leverages AI and automation to analyze user behavior, recommend relevant keywords and products, and continuously improve recommendations over time. By suggesting keywords, products, and related categories the second shoppers focus into the search box, Prefixbox effectively increased conversion rate and sales on Selsey's site.

Additionally, Prefixbox tailored the Autocomplete product recommendations to the home and furniture industry with customizable product tiles that highlight pricing, discounts, and add-to-cart buttons to save shoppers time and increase user experience.



Taking into account the large amount and vast variety of products offered on Selsey.pl, we had to introduce a simple and quick solution to help our Customers find the exact product they need. The on-site search engine functionality is the best way to achieve that goal. We were looking for a product that would be tailored to our needs and available immediately. The implementation of Autocomplete, Related Searches and Search Engine products, provided a comprehensive customer's journey experience, improving business results at the same time.

**SELSEY** KRZYSZTOF DZIEDZIC  
Product / UX designer  
selsey.pl

### 2. Related Searches

Executing a search that yields irrelevant results is one of the most frustrating experiences shoppers can have. Prefixbox's Related Searches eases this pain by helping shoppers get back on the path to purchase by providing data-driven recommendations that enable shoppers to refine their search with just one click.

Prefixbox placed Related Searches on the SERP, Zero Result Search Pages, and in Autocomplete. If shoppers didn't initially find the product they were looking for, they could easily navigate to the desired item with just one click at crucial touch points throughout the shopping journey.

Related Searches continuously mines query suggestions from user behavior and semantic relations. This ensures recommendations are always relevant, which helps reduce Selsey's bounce rate and drive sales.

### 3. Semantic Search Engine

As the last phase in the process, Selsey integrated Prefixbox's Semantic Search engine, which skyrocketed conversion rate for search users even further.

Search users convert 4-6 times better than shoppers who browse, so placing relevant results at the top of the SERP for every query is crucial. By leveraging AI and machine learning, Prefixbox deciphers user intent to return and rank products shoppers are looking for.

Prefixbox's rich and intuitive Search Engine UX further helped drive conversions. Smart filters and rich product tiles made it easy for shoppers to narrow down their search intent, review products, and make confident purchases.

Additionally, Prefixbox's Merchandizing capabilities gave Selsey the power to promote the items they wanted to sell. Selsey was able to create custom banners and ads as well as fine-tune SERP results to highlight products with high margins that helped their bottom line.



## Conclusion

Prefixbox Search modules optimized the search experience in Selsey's store by placing relevant recommendations at crucial touch points. Prefixbox's AI-driven features provided key insights into search user behavior, which helped streamline the shopping journey, increase conversion rate and revenue, and improve customer satisfaction.