The Bottom-Line Impact of Search & Discovery

Going beyond the basics to drive e-commerce profitability

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VP of Sales Expansion

Search & discovery affects your bottom line

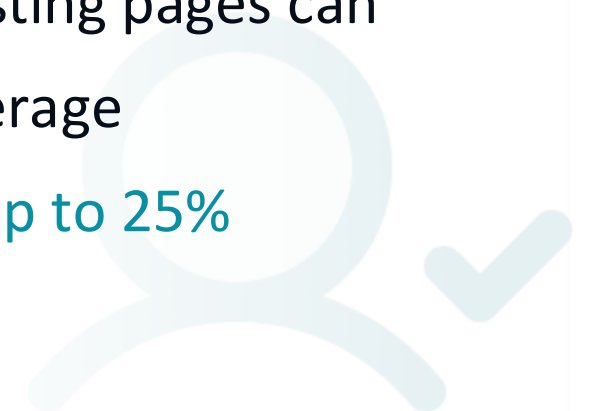Investing in search & discovery is more cost-effective than not doing so…..The AI Answer

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Slide 2: The Challenge: Rising eCommerce TCO

- **Headline:** The Ever-Growing Cost of Doing Business Online
- **Bullet Points:**
  - Increasing software and platform costs
  - Rising labor costs for managing and maintaining your site
  - The hidden costs of poor search and merchandising
  - The impact of rising customer expectations

Slide 3: Introducing Luigi's Box: Your TCO Solution

- **Headline:** Streamline, Optimize, and Save with Luigi's Box
- **Key Features:**
  - Powerful search and merchandising capabilities
  - AI-driven product recommendations
  - Easy-to-use interface and intuitive dashboard
  - Integration with popular eCommerce platforms
  - Dedicated support and training

Slide 4: Strategy 1: Optimize Product Discovery

- **Headline:** Help Customers Find What They Want, Faster
- **Visual:** A before-and-after comparison of a poorly organized product page vs. a well-organized one with Luigi's Box
- **Key Points:**
  - Improve search relevance and accuracy
  - Use filters and facets to refine search results
  - Implement personalized search experiences

Slide 5: Strategy 2: Personalize the Shopping Experience

- **Headline:** Tailor Recommendations for Individual Shoppers
- **Visual:** Examples of personalized product recommendations
- **Key Points:**
  - Leverage purchase history and browsing behavior
  - Offer targeted promotions and discounts
  - Create personalized product bundles

Slide 6: Strategy 3: Reduce Returns and Improve Customer Satisfaction

- **Headline:** Minimize Costs Associated with Returns
- **Visual:** A chart showing the impact of returns on TCO
- **Key Points:**
  - Provide accurate product information and high-quality images
  - Offer clear return policies and easy return processes
  - Use customer feedback to improve product descriptions and reduce future returns

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Slide 7: Strategy 4: Automate Tasks and Free Up Resources

- **Headline:** Let Luigi's Box Handle the Heavy Lifting
- **Visual:** A diagram illustrating the automation process
- **Key Points:**
  - Automate product updates and re-indexing
  - Schedule campaigns and promotions
  - Generate reports and analytics

Slide 8: The ROI of Luigi's Box

- **Headline:** Invest in Luigi's Box, Reap Significant Rewards
- **Visual:** A chart showing the potential ROI of implementing Luigi's Box
- **Key Points:**
  - Increased conversion rates
  - Reduced bounce rates
  - Higher average order value
  - Improved customer satisfaction
  - Lowered operational costs

Slide 9: Call to Action

- **Headline:** Take Control of Your TCO Today
- **Key Points:**
  - Schedule a demo to learn more
  - Sign up for a free trial
  - Contact us for a personalized consultation

Unoptimized search & discovery is costly

Lack of optimization affects the total cost of ownership for your site

How poor search affects your business

- Ineffective search functionality → Frustrated visitors

- "No results" pages → Lost sales and wasted opportunities

- Poor navigation experience → High bounce rates and decreased loyalty

- Lack of personalization → Unmet customer expectations

- Unhappy visitors → Low conversion rates and reduced revenue

No Results.

We didn't find any results matching your search

Search & discovery affects your bottom line

Investing in search & discovery is more cost-effective than not doing so.

Our data

Optimized search can drive up to 50% of an e-shop's revenue

73% of e-shops that optimize their website's search see a revenue increase

Personalized search, recommendations, and product listing pages can boost your average cart value by up to 25%

Search & discovery affects your bottom line

Investing in search & discovery is more cost-effective than not doing so.

How Luigi's Box benefits your bottom line

For your customers

For your customers

Leverages previous customer behavior

Manages synonyms used by customers*

Promotes the products you want to sell the most

Reduces no-result searches

Addresses mistakes, typos, and slang terms

Offers relevant product alternatives

Increase conversions & customer satisfaction

Personalised search from their first interaction

Provides an accurate prediction of their intent and preferences

Only displays relevant filters

Shows results from the first keystroke (Autocomplete)

Gives lightning-fast, accurate search results

Driven by AI-powered features that select the best matches

*Our system automatically suggests synonyms for you

Case study: KiK

Driving down operational costs

Challenge

- KiK's previous search and discovery tools failed to understand customer intent, making products difficult to find and leading to lost sales and revenue.

How Luigi's Box reduced costs for KiK

- **Smarter search & discovery** lowered its bounce rates and abandoned searches.

- **Advanced analytics** provided data-driven insights, allowing for smarter inventory management.

- **Merchandising & ranking** automated product visibility based on profitability and relevance, reducing manual adjustments.

- **AI-powered recommendations** reduced reliance on paid acquisition by improving on-site discovery.

+55% Increase in the cart value sum

+27% Boost in conversion rate from Search

+31% Increase in the average cart value

Case study: Real Dutch Food

Driving down operational costs

Challenge

- Its native search didn't deliver relevant results, causing frustrated customers, increased support inquiries, and lost sales. The site also lacked the ability to track visitor behavior, making it difficult to optimize search performance and sales strategies.

How Luigi's Box reduced costs for Real Dutch Food:

- **AI-driven personalization and ML improved search accuracy**, significantly reducing "no results" pages and minimizing support queries.

- **Analytics provided valuable insights** into impressions, clicks, and conversions, empowering data-driven decisions that boosted efficiency and eliminated wasted resources.

-48% Decrease in "no search results"

+172% Increase in overall cart value

+22% Uplift in conversion rate from Search
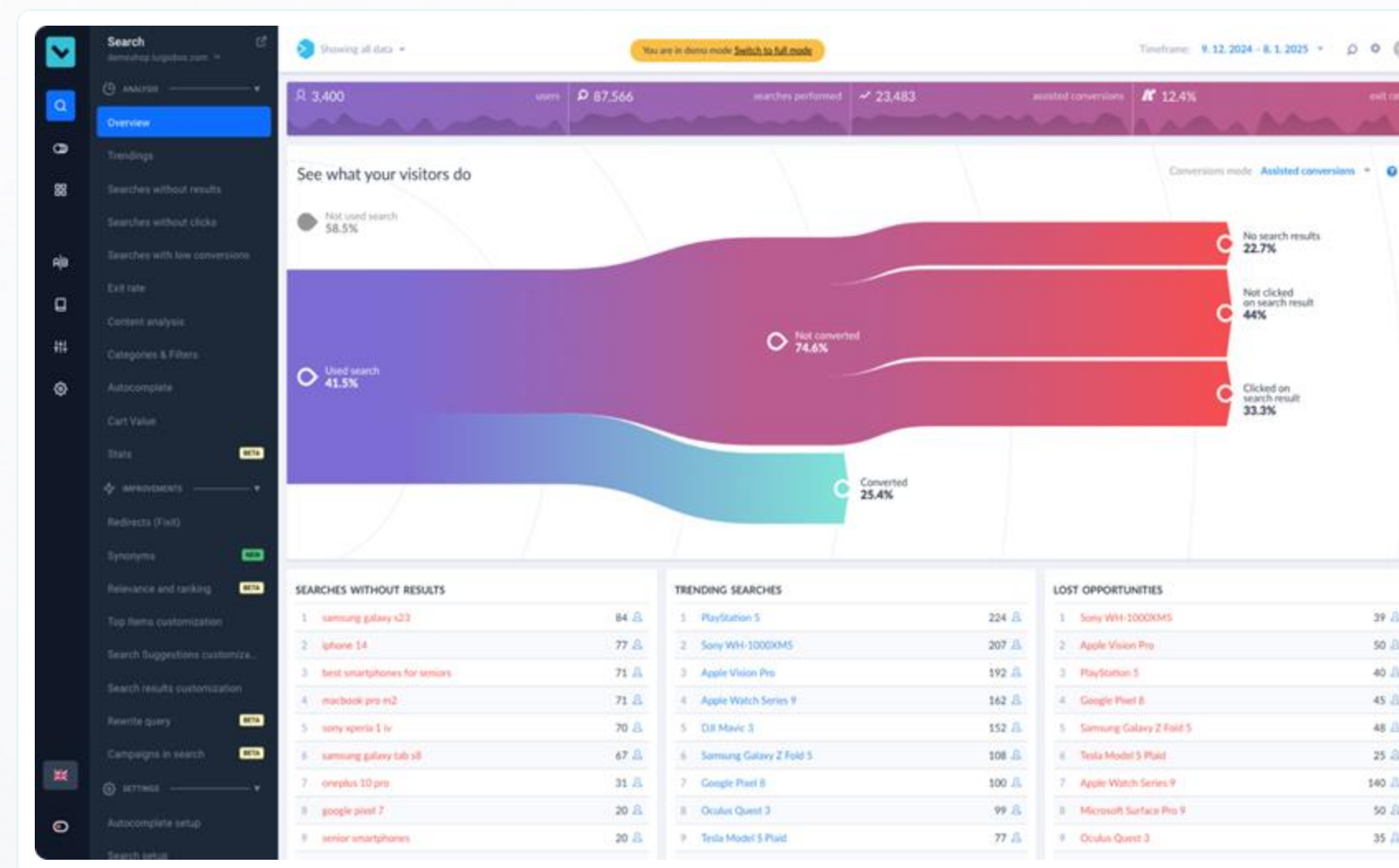
What is Luigi's Box?

An award-winning search & product discovery suite

We believe that great **search & discovery is the foundation** of exceptional customer experiences.

Our vision: To help your customers find and discover products—at the speed of thought.

Why it matters: Better search means higher profits, happier customers, and stronger loyalty for your e-shop.

3500+
e-shops globally

10+ million
requests handled daily

50%
of the CZ/SK market share

A proven leader in e-commerce

Real people. Real reviews.

★★★★★

Great product for customers, great support. Very helpful for growing revenue.

Jozef

E-commerce product manager, Mid-Market (51-1000 emp.)

★★★★★

Luigi's Box is user friendly and we found it really helpful.

Monika

SEO Specialist, Small-Business (50 or fewer emp.)

★★★★★

Administration is very easy and customers can match what they are looking for.

Tomáš

CEO, Small-Business (50 or fewer emp.)

★★★★★

This tool learns organically and constantly improves results.

Karolina

SEO Specialist, Enterpise (> 1000 emp.)

Join 3,500+ businesses slashing costs and boosting efficiency with Luigi's Box.

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