

# 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

## 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

## 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

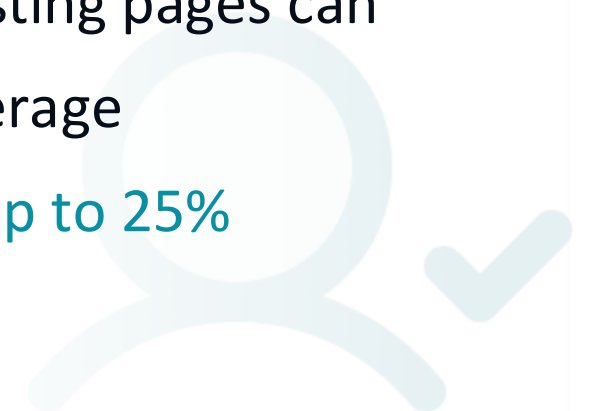
Optimized search can drive up to 50% of an e-shop's revenue



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.



## Astratex Tailored a Steady 18% Conversion Rate with Search

Astratex is a clothing retailer achieved great results, including increased conversion rates and lower cart rates after starting using...

[Read Case Study](#)



## Skoda Drove Its Search Conversion Rate Further By Almost 19%

Skoda pushed their Search conversion rate by almost 19% in just 30 days and achieved other great results in various areas of their...

[Read Case Study](#)



## How Aliza Increased Their Revenue With Luigi's Box Search

Find out how Aliza improved the shopping experience for their customers thanks to personalized search that offers accurate results...

[Read Case Study](#)



## TagoMago and Perfumeria refreshed their sites with 82% and 108% above-average...

Learn how TagoMago and Perfumeria use Luigi's Box to improve website search and deliver outstanding customer experiences.

[Read Case Study](#)



## How KIK Fashioned a Cart Value Uplift of 55%

Luigi's Box Search brought favorable results for the German clothing retailer KIK, including a 55% increase in overall cart value.

[Read Case Study](#)



## How Solarspeicher24's Conversion Rate Jumped by 6%

Solarspeicher24 is a German sustainable energy brand that provides a vast array of products and services.

[Read Case Study](#)



## Pilulka: Average Cart Value Increased by 4.21%

Pilulka is one of the largest e-shops in CEE in the field of health and medicines, focusing on high-quality and fast delivery of goods with...

[Read Case Study](#)



## Gandalf: +9.40% Uplift in AOV From Search

Gandalf.com.pl is a Polish e-shop with over 300,000 books, audiobooks, e-books, music, movies, games, and more.

[Read Case Study](#)



## How Notino Improved Product Discovery With Luigi's Box

Luigi's Box delivered a precise Recommender and Search solution with a high level of customization, addressing Notino's specific...

[Read Case Study](#)



## Nespresso's Search Conversion Rate Reached a 6% Increase

The well-known brand of single-serve coffee machines managed to increase its Search conversion rate by 6 percent after switching to...

[Read Case Study](#)



## KB's Involvement Paid Off With a 47% Autocomplete Usage

Luigi's Box Search helped Komerční banka get a 47% autocomplete usage and other improvements that brought a significant return of...

[Read Case Study](#)



## LEDVANCE Received a Bright 77% Product Listing Usage Rate

Discover how LEDVANCE enhanced their website with Luigi's Box, using product listing usage rate, and boosting conversions.

[Read Case Study](#)



## 11teamsports Scored a 38.46% AOV Increase With an Assist From Us

Experience how 11teamsports achieved a 38.46% surge in cart value! Luigi's Box transforms search for Europe's premier team sports shop.

[Read Case Study](#)



## Druck.at: +113,51% Increase in Search Conversion Rate

Experience Druck.at's remarkable 113.51% surge in search conversion! Luigi's Box reinvigorated their search, fixing Austria's...

[Read Case Study](#)



## The "Add to Cart" Rate for Komfort.pl Grew by 5.25% in Just One Month

Komfort.pl is a Polish flooring and furniture seller with a long presence in the Polish market that decided to get rid of missed...

[Read Case Study](#)



## How Muziker and Luigi's Box Improved Product Recommendations

Ready for some inspiration? Take a look at our case study, and learn how Muziker and Luigi's Box have reinvigorated online product...

[Read Case Study](#)



## How Pepita Increased Revenue from Product Recommendations by 39%

Pepita effortlessly boosts revenue by 39% with Luigi's Box, enhancing product discovery and engagement across millions of...

[Read Case Study](#)



## BRW Built an 86% Search Conversions Uplift in Just 30 Days

Black Red White relied on Luigi's Box Search to bring better results, improving search functionality and enhancing customer experiences.

[Read Case Study](#)



## Trenyrkarna.cz Reached a 51% Revenue Growth With Search

Discover how Trenyrkarna.cz boosted revenue using Luigi's Box, improving search functionality and enhancing customer experiences.

[Read Case Study](#)



## Brainmarket Improved with a 29% Conversion Rate from Search

Find out how Brainmarket, a shop that focuses on selling health supplements improved its conversion rate by switching to Luigi's Box...

[Read Case Study](#)



## Real Dutch Food: 48% Decrease in "No Search Results"

Real Dutch Food lowered the "no search results" by 48%, so the customers won't be hungry for relevant results anymore.

[Read Case Study](#)



## Tailoring Autocomplete for Zoot Brought a Fashionable Conversion Rate Increase of...

Zoot is an online fashion store and a part of the biggest Czech fashion house, Digital People. Along with its sub-brand, Blossie it is...

[Read Case Study](#)



## Diego experienced an increase in conversions by 28%

Diego is a well-known flooring seller in the CEE region that decided to incorporate Luigi's Box into its online business with great results.

[Read Case Study](#)



## EXIsport: +50% increase in Recommender CTR

Tests clearly showed that Luigi's Box Recommender outperformed the original recommenders. Read how we did it in our case study.

[Read Case Study](#)

# How Luigi's Box **benefits** your bottom line



## 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**

## For your customers

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?

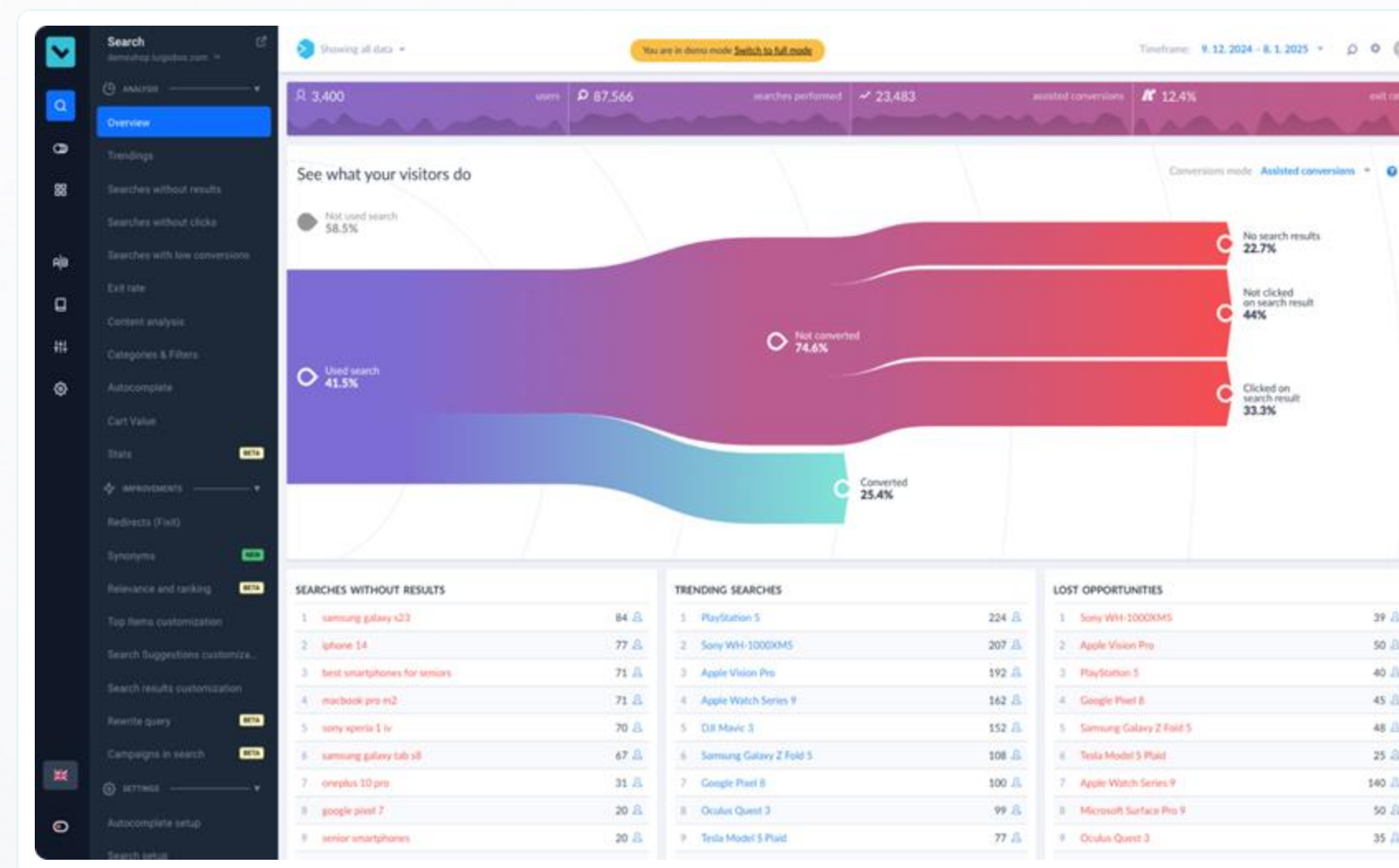


An award-winning search & product discovery suite

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, Enterprise (> 1000 emp.)



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



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