



BTO SPORTS.com

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btosports.com

THE COMPANY

BTO Sports is a worldwide online retailer of Motocross gear, parts, accessories, clothing, and more. Founded in 1999 by owner and acting President Vince Arimitsu, BTO Sports has been in business since the beginning of the ecommerce explosion. BTO Sports is heavily involved in the sport of Motocross, from the grassroots amateur ranks of the sports, all the way up to the highest level of professional Motocross and Supercross racing. BTO Sports is the proud title sponsor and co-owner of the BTO Sports KTM Race Team.

BTO Sports offers the widest selection of motorcycle parts, gear, and accessories available on the web at the lowest prices possible. Combine those elements with an unrivaled customer service staff, and free shipping across the globe, and you have BTO Sports.

THE SITUATION

Since 2008, SearchSpring has been providing services to BTOSports.com: Search, Category Navigation, Automated SEO Cloud, Rich Autocomplete, and Product Recommendations. From the beginning, SearchSpring has effectively increased online purchases each year with integrated ecommerce solutions. Helping grow BTO's online sales.

As a known provider of Motorcycle/Motocross gear online BTOSports.com was already getting a healthy amount of traffic and website usage from inbound marketing channels. The partnership with SearchSpring was proving to be very successful as online purchases averaged double-digit increases annually.

More recently, BTO came to SearchSpring looking for additional ways to optimize their ecommerce performance. "We listened to BTO's needs and immediately thought about our Product Finder. It was a great way to improve visibility for their most sought after products," said Scott Zielinski, Co-Founder of SearchSpring.

The immediate visibility and access to our most heavily sought after products made our customers very happy.

Vince Arimitsu
President of BTOSports.com



THE SOLUTION

"We've trusted SearchSpring with our ecommerce for some time now," said Vince Arimitsu, President of BTO Sports. "They've consistently given us positive results and the Product Finder addition to our website didn't disappoint. We didn't think we were 'wow-able' after years of working with SearchSpring, but they did it again."

With six of SearchSpring's products already being used onsite for BTOSports.com the Product Finder was an immediate fit into the content layout, providing users immediate access to the most popular bike parts available. The above-the-fold placement in the design ensured all website visitors had the opportunity to use the tool for their shopping experience.

"Within a few weeks the results were clear," said Arimitsu. "The immediate visibility and access to our most heavily sought after products made our customers very happy."



BTOSports.com saw an almost 16% increase in a three week period from the previous year

THE RESULTS

Within three weeks BTOSports.com saw a significant lift in website purchases over the previous year. "We saw our conversions rise almost 16%," said Mike Giordano, Director of Marketing and Ecommerce Development, BTOSports.com.

"The Product Finder addition was really helping us get the right products in front of our customers, quickly."

Product Finder also had success in increasing the page views per visit and decreasing the bounce rate across the website. "When all three increases are looked at holistically there's a clear indication that users are finding and purchasing what they're looking for easier than before the integration," said Zielinski. "We're really excited to see our customers succeed, especially when we're the ones helping that success."

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Mike Giordano - Director of Marketing and Ecommerce Development

SEARCHSPRING Platform Highlights

Intellisuggest®

RELEVANT RESULTS WITH PRECISION

Powering your search and navigation with a learning system that gets smart the more your shoppers shop! What good is a search or faceting enhancement if it's not relevant?

IntelliSuggest monitors the pulse of your shoppers, analyzing their behavior. It returns hyper-relevant product results in real-time with each and every individual shopper.

Rich Auto-Complete

SEARCH AS YOU TYPE

Display search suggestions AND product suggestions while your visitor types in your search box.

SearchSpring's Rich Auto-Complete displays a drop-down of related and relevant search terms along with suggested and related products.

Product images, price, name, and short description are all possible and included within the Rich Auto-Complete search suggestion feature.

Category Navigation

SHOPPERS CAN DRILL DOWN OR FILTER RESULTS

Let your customers browse by category or filter through facets while shopping. Allowing your customers to customize their browsing experience and giving them the ability for drilling down with precision is essential with any online store.

SearchSpring pulls information either from your platforms generated data feed fields or your hosted .csv file fields. We build your categories and facets based off of this data and structure your navigation specific to your site's content.