



Boody

Boody's Search Revenue Per Visit Tripled After Implementing Searchspring's Ecommerce Site Search Solutions



Platform: Shopify Plus

Industry: Fashion & Apparel

Visit: www.boody.com.au

Shoppers Spent

3.2x

More Per Visit.

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“Searchspring has given our small team the power to provide a seamless online shopping experience for our customers, by giving them the tools to find the products they’re looking for. This has been a crucial requirement for us to support our new customer acquisition goals, to ensure we’re educating new users on the range of our products and reducing the path to purchase. On top of that, Searchspring has given us the ability to provide a much more personalized search experience, offering relevant and tailored search results increasing our revenue from search by 62% YoY.”

Lucy Applegarth, Ecommerce & Digital Marketing Manager, Boody

THE BRAND

Boody was born from passion, drive, and demand for a simpler wardrobe made from sustainable fabrics. This passion saw two friends, David and Neil, on a journey to design better basics. They brought their experience in fashion and pharmacy together to force sustainable change.

Boody believes comfort is more than feeling good. It can do good, too. With eco-friendly materials and sustainable manufacturing, Boody crafts garments that support the everyday lifestyle.

THE PARTNER

Elephant Room is a performance-driven digital agency focused on accelerating online retail growth for ecommerce brands through web design, performance marketing, and a seamless development processes.





THE CHALLENGES

Boody has a large number of products all available in a variety of styles and colors. However, customers weren't able to quickly find products that suited them. Boody needed a better ecommerce search solution and the ability to add filters to collection pages.

THE SOLUTIONS

Boody implemented Searchspring's filtering solutions which allow customers to find products they want quicker and with more ease.

Boody used Searchspring's ecommerce site search to improve search results, auto-populate results, and improve product merchandising.

THE RESULTS

Revenue from search increased by 3.2x and users were given a next-level shopper experience. Improved site search encourages customers to spend more time on the site resulting in higher conversion rates.

Shoppers Spent

3.2x

More Per Visit.



Products used for this client:

[Search & Autocomplete](#) | [Category Navigation](#)

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