



SEARCHSPRING CASE STUDY

Garrett Wade

Online shoppers who use site search are 6.5x more likely to purchase from Garrett Wade

Garrett Wade

Platform: BigCommerce

Industry: Hardware & Home Improvement

Visit: www.garrettwade.com

“

“Searchspring has played an integral part in the overall success of the Garrett Wade site. With such a wide range of products, many with several variations, Searchspring’s content search functionality helps Garrett Wade’s customers find what they are looking for quickly and easily.”

Alex Carroll, Account Manager, Groove Commerce

6.5x

higher conversion rates
from shoppers who
used site search.

THE BRAND

Garrett Wade is a family-owned business, established in 1975. The company sources and sells a wide range of high-quality hand tools, primarily for woodworking, gardening, and outdoor work.

Their philosophy is simple: to find and bring you unique tools of exceptional quality and solid value. Tools that feature superb design, durable material, and superior workmanship.

Their standards are as tough as the tools they sell. By working with true artisans and craftsmen who use traditional methods, they're able to offer durable and traditional tools that last for years.

THE PARTNER

Groove Commerce is a full-service digital agency that designs, builds, and grows websites for leading ecommerce brands. Since 2007, they have been focused on delivering a bespoke, white-glove level of service for their clients.

Groove believes great work starts with great partnerships. Their goal is to solve client problems with innovation and technology. Whether finding the right strategies to boost growth or creating tools that fuel merchant success, the relationships with their clients continue long after the initial design and development phase.





THE CHALLENGES

Garrett Wade partnered with Groove Commerce to migrate their Magento store to BigCommerce. With their current platform, they faced a few challenges, including the ability to group products, offer back orders, and display in-stock items first.

With the store's wide range of products, and constantly changing inventory, they wanted assurance that their new site would provide an easy and exceptional shopping experience.

They also lacked a way to place targeted banners within the product grid of search results and category pages, grabbing shoppers' attention with relevant content.

THE SOLUTIONS

Following the design and development of the new site, Groove leveraged Searchspring to help Garrett Wade increase site traffic and drive more conversions.

Searchspring's global rules easily automated the manual task of moving in-stock inventory to the top of search results and category pages. This ensured that shoppers quickly found the items that were available for purchase at that time.

Another feature Garrett Wade utilized was Searchspring's inline banners. Displaying offers, tool guides, and DIY blog articles on the part of the page they're most interested in. This ensured shoppers stayed on-site longer and were more likely to convert.





THE RESULTS

In the first two months after implementing Searchspring, Garrett Wade's site experienced 6.5 times higher conversation rates from shoppers who used site search. They also saw that 32% of their orders were attributed to search, making up 34% of their overall revenue.

6x

revenue per visit
from shoppers who
used site search

6.5x

higher conversion
rates from shoppers
who used site search

34%

of overall revenue
was attributed
to search

Products used for this client:

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

Want to see how these products can help you?

[Request Demo](#)

