



SEARCHSPRING CASE STUDY

ZIMMERMANN

Zimmermann Experienced a 31.67% Jump in Revenue
Per Visit From Visitors Using Search

ZIMMERMANN

Platform: Magento

Industry: Fashion & Apparel

Visit: www.zimmermannwear.com

31.67%

revenue increase per
visit from visitors
using search.

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“Searchspring gave us the control we needed to properly merchandise our site to align with our brand vision, while also enabling optimized search and offering enhanced features such as autocomplete. We believe the integration of Searchspring has improved our site experience and we have seen greater customer engagement with our website search.”

Jessica Kang, Delivery and Experience Manager, ZIMMERMANN

THE BRAND

ZIMMERMANN has evolved to be a globally celebrated luxury label. Founded in 1991, the iconic Australian label stays true to its original vision of creating sophisticated femininity, clever colour combinations and delicate original prints. ZIMMERMANN maintains five global websites and a collection of stand-alone stores across Australia, the United States, United Kingdom, Europe and China, creating seductive and dynamic retail destinations that reflect the brand's modern and optimistic aesthetic.

THE CHALLENGES

ZIMMERMANN had a great search tool in their native platform, but as they expanded, they found they needed something more powerful. Catering to high-end customers with high expectations, who know exactly what they are looking for, requires a partner who understands these needs.





THE SOLUTIONS

Searchspring stepped in to provide enhanced ecommerce search capabilities including Autocomplete, to help ZIMMERMANN provide an elevated shopper experience for their customers. In line with their vision to provide the best for their customers, Searchspring's goal was to improve search relevance on ZIMMERMANN's site to ensure the right products are displayed in search results while maintaining control over this well-respected brand.

"We have had a positive experience in working with Searchspring. We found the integration process to be very smooth and have been pleased with the continued support provided by the Searchspring Team. We value the ongoing relationship between Searchspring and ZIMMERMANN and look forward to exploring new search features on their future roadmap."

– Rebecca Jourdan, Global Head of Digital, ZIMMERMANN

THE RESULTS

Since implementing Searchspring in September 2021, ZIMMERMANN saw a strong increase in overall revenue from visitors using search, driven by a 21.8% increase in conversions from search, a 31.67% jump in revenue per visit from visitors using search, a 12.43% increase in average order value with search, and a 56% increase in shoppers using search on their site.

With such strong results and a desire to provide the best experience possible, ZIMMERMANN plans to implement more Searchspring products, including Personalized Recommendations.

Increase

22%

search
conversions

Search revenue

32%

per visit

Increase

12%

search AVO



Products used for this client:

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