



## SEARCHSPRING CASE STUDY

# Jonathan Adler

During the 2021 holiday season, Jonathan Adler found that 34% of overall revenue was attributed to site search

# JONATHAN ADLER

**Platform:** Shopify Plus

**Industry:** Furniture & Home Decor

**Visit:** [www.jonathanadler.com](http://www.jonathanadler.com)

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*“Searchspring and its partner team have worked tirelessly to build a level of trust and familiarity with the Verbal+Visual team and the clients we work with.”*

Anshey Bhatia, CEO, Verbal+Visual

Revenue  
**34%**  
attributed to search.

# THE BRAND

Potter, designer, and author Jonathan Adler launched his namesake brand after leaving his day job to pursue his first love: pottery. In 1993, Barneys bought his collection of ceramics, and five years later, he opened his first store in Soho.

Today, Jonathan Adler is a design company with retail locations worldwide, a thriving ecommerce site, a full slate of residential and commercial projects, and a global wholesale business. They strive to create luxe and livable interiors that are seriously designed but don't take themselves too seriously.

# THE PARTNER

Verbal+Visual builds and accelerates the growth of the world's leading commerce brands. They work at the intersection of human-centered design, strategy, technology, and sustainability to create commerce experiences people love.

Verbal+Visual helps its clients to identify unmet needs in the market and convert them into powerful revenue opportunities while reducing their carbon footprint at scale. Together, Verbal+Visual and their clients make commerce that matters.





## THE CHALLENGES

Struggling with their current tech stack and ecommerce platform, Jonathan Adler's team lacked a way to classify and group products on-site. Their vast product selection made sorting through page after page of search results inefficient and clunky.

The manual task of merchandising a large catalog of products was time-consuming and tedious. Their current process also meant the possibility of out-of-stock items still being shown to shoppers.

## THE SOLUTIONS

Jonathan Adler partnered with Verbal+Visual to redesign and migrate the global omnichannel experience to Shopify Plus, allowing Jonathan Adler to bring its distinct American aesthetic to the entire world.

A long-time partner, Verbal+Visual knew that Searchspring's robust solutions were the perfect fit for the client. During onboarding, Searchspring's team worked closely with Jonathan Adler and Verbal+Visual to analyze their product data.

This allowed Verbal+Visual to create filters like color, material, and collection, enabling shoppers to quickly narrow down search results and find the products that fit their individual needs. With Searchspring's automated merchandising capabilities, Jonathan Adler's team was able to quickly and efficiently arrange products on-site based on their business goals. With global boost rules, the team was able to ensure inventory accuracy during the shopping journey.



# THE RESULTS

“Searchspring helps us to ensure that every part of a customer’s time on a site is valuable”, says Sarah Freiser, Senior Product Manager, Verbal+Visual. “It empowers shoppers to dig deeper, discover products that are relevant to them, and ultimately encourages them to convert.”

During the 2021 holiday season, Jonathan Adler’s site saw that 13% of their shoppers used site search, making up 38% of their orders, and 34% of their overall revenue. They also found that shoppers who use search are 4 times more likely to purchase than shoppers who do not use site search.

Revenue

**34%**

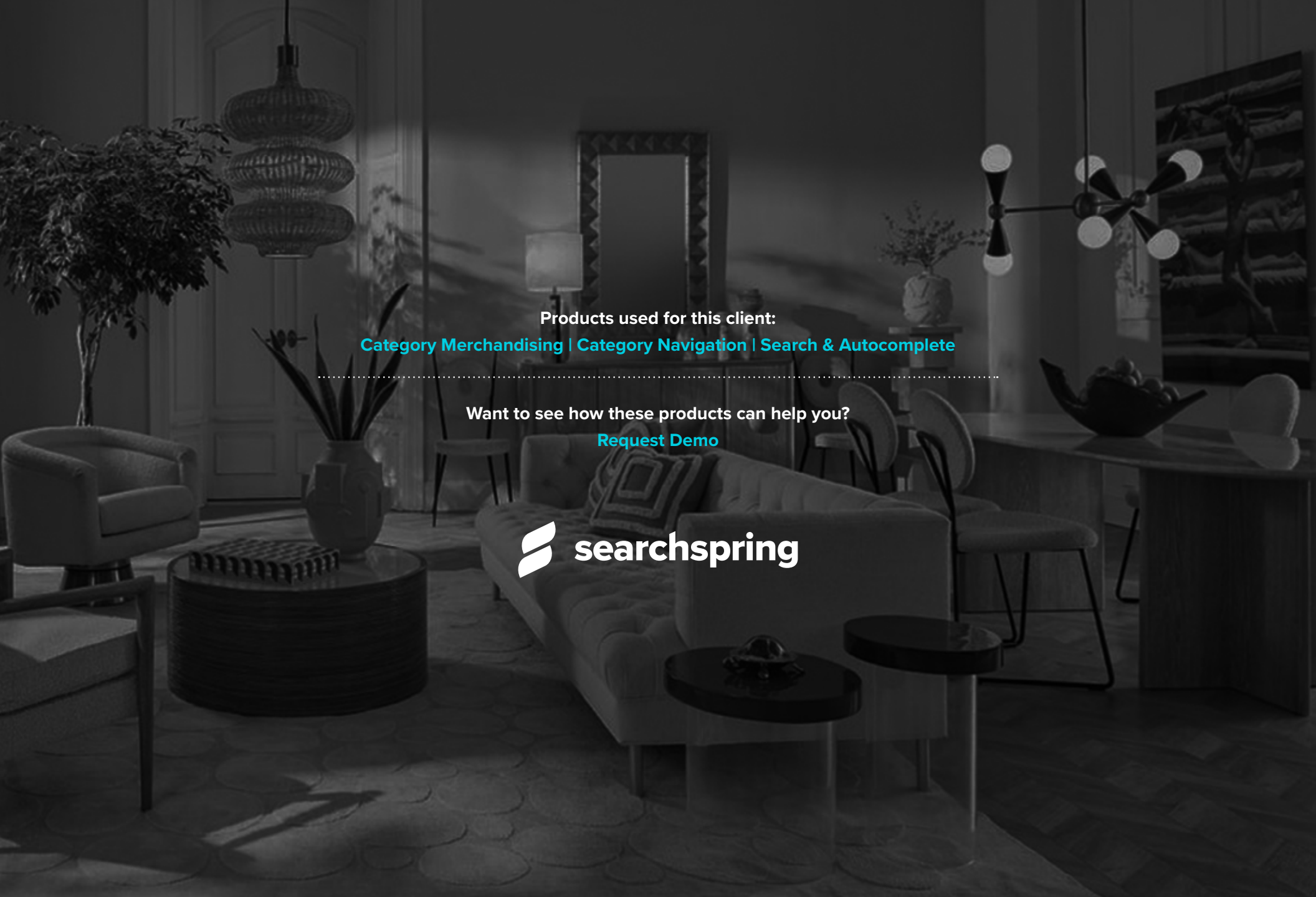
attributed to search

Converted at

**4x**

higher rates





Products used for this client:

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

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[Request Demo](#)

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