

FootSmart boosts on-site search conversion by 82 percent



FootSmart uses IBM Coremetrics to drive multi-million dollar revenue gain

Overview

Business challenge

- Increase the conversion and sales impact of on-site search tool results

Solution

- Leveraged Coremetrics to analyze the search frequency, conversion rate, session sales and average order value for key terms
- Instituted a weekly process to monitor underperforming search terms, correlate them to search results, and adjust results accordingly

Benefit

- 82 percent improvement in search conversion over a 6-month period
-

FootSmart® is the largest direct, multi-channel retailer of foot and lower body healthcare products in the United States. The company partners with The Podiatry Institute, a non-profit educational foundation, and leading healthcare professionals to carefully select products for customers of FootSmart.com and recipients of its mail order catalog.

Challenge

FootSmart.com offers a variety of tools to help customers quickly locate products that address specific health concerns and ailments, including Catalog Quick Shop, Product Search by Brand, Product Search by Ailment and multi-purpose Site Search. Site Search was of particular interest to FootSmart's online merchandisers, who wanted to better understand the conversion and sales impact of on-site search as well as the performance of select terms and groups of terms.

Solution

FootSmart turned to IBM® Coremetrics® for actionable insight into the performance of their on-site search function as well as the site search activities of FootSmart.com visitors. The IBM Coremetrics On-Site Search Report enabled FootSmart's online merchandising team to analyze the search frequency, conversion rate, and resulting session sales and average order value related to individual search terms.



“IBM Coremetrics provides relevant, actionable analytics that deliver real results. Using the Coremetrics On-Site Search Intelligence Report to fine-tune our site search results, we boosted search conversions 82%. Coremetrics Web Analytics delivered a multi-million dollar revenue boost to our company.”

— Director
Online Operations & Merchandising
FootSmart

With this report, FootSmart gained a clear and complete understanding of the search terms that drive online conversion and revenue. More importantly, FootSmart was able to identify under-performing terms and correlate performance to the search results returned for each term. Using the On-Site Search Report, FootSmart began monitoring under-performing search terms on a weekly basis, and fine-tuning their site search to return more relevant results.

Results

FootSmart increased on-site search conversion from 26.2 percent to 47.6 percent in one year—an 82 percent improvement! With over 50,000 unique searches each month, FootSmart.com’s improved search conversion rate will drive multi-million dollar revenue gains this year as well as additional learning and insight into effective merchandising strategies via on-site search.

Solution Component

Software

- IBM® Coremetrics® Web Analytics
-

For more information

To learn more about IBM Coremetrics please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/software/marketing-solutions



© Copyright IBM Corporation 2011

IBM Corporation
Software Group
Route 100
Somers, NY 10589 U.S.A.

October 2011
All Rights Reserved

IBM, the IBM logo, ibm.com, and Coremetrics are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate US registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at ibm.com/legal/copytrade.shtml

Other company, product and service names may be trademarks or service marks of others.



Please Recycle