

A Leading Beauty Brand Sees Remarkable Increase in Conversions, and a Substantial Increase in Revenue With Unbx'd's Site Search and Personalization Offerings.

Company Profile

Deborahlippmann.com is a leading beauty brand by celebrity manicurist Deborah Lippmann.

Known for keeping up with trends in nail color and design, Deborah Lippmann is the go-to manicurist for the most fashionable magazines and renowned fashion houses from Vogue, InStyle, W, Vanity Fair and Elle to Donna Karan, Rodarte, Narciso Rodriguez, Marchesa and Versace, to name a few.

Unbx'd's Products Offered:

- A 360 degree Site Search Solution with Unmatched Relevance, Advanced Error-Tolerance
- Unbx'd Personalized Recommendations with 1:1 personalization for both Desktop & Mobile



Industry: Lifestyle, Beauty, Fashion

The Unbx'd Impact:

- **45%** increase in number of orders
- **28.6%** increase in revenue
- **40%** increase in conversion rates
- **30%** increase in click-throughs
- **2 week** implementation, start to finish

Business Challenge

Burdened by how the Magento's native site search misguided customers for the simplest of queries, Deborah Lippmann knew it was time for a change to make sure their customers were able to discover products effortlessly. They also wanted to offer customers a personalized experience to ensure higher conversions and cross-sell.

- **Displaying relevant results for simple as well as complex queries:** The search experience on Deborahlippmann.com was unsatisfactory with irrelevant/zero results being shown for both simple, as well as long tail queries
- **An error tolerant search experience:** With the high number of queries leading to zero results, Deborahlippman.com wanted to offer a flawless search experience to visitors, while reducing instances of zero results
- **No personalization to maximize the shopping experience of customers:** Deborah Lippmann wanted to give each of their customers a unique shopping experience. However, the site was not mobile-optimized, with the lack of a personalized product discovery experience for visitors, or targeted merchandising on category pages.

Solution

To counter all their site search challenges, Deborah Lippmann chose Unbx'd's product discovery platform. Unbx'd's offering to Deborah Lippmann included:



With Magento, our customers encountered zero results for even the slightest errors, resulting in visitor dissatisfaction

Mark Lippmann

Co-Founder & MD, Deborah Lippmann

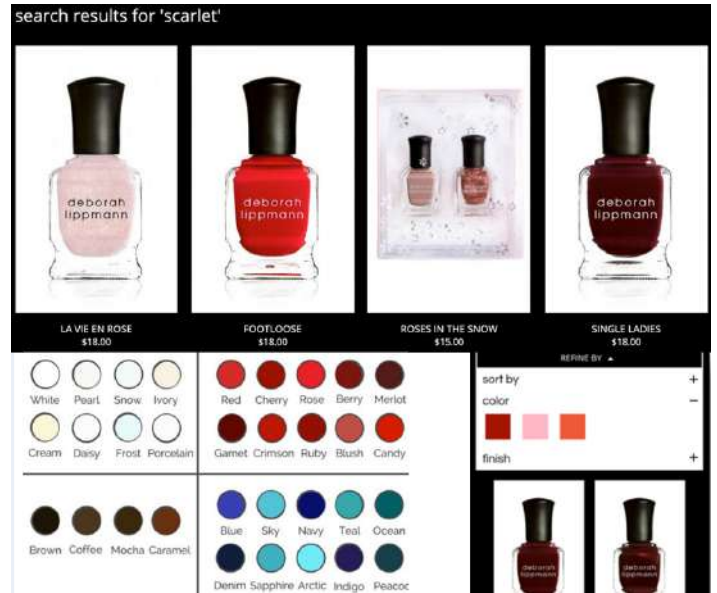
Customized Autocomplete:

With Unbx'd's customized autocomplete option, Deborahlippmann.com was able to implement predictive & advanced autocomplete that would help customers construct search queries and lead them to relevant & trending products.

Highly Relevant Site Search:

With Magento's native Site Search, visitors to the Deborah Lippmann site were constantly experiencing irrelevant results. Unbx'd's hyper relevant search facilitated the understanding of the visitor's intent to deliver relevant results for all types of search queries. This included:

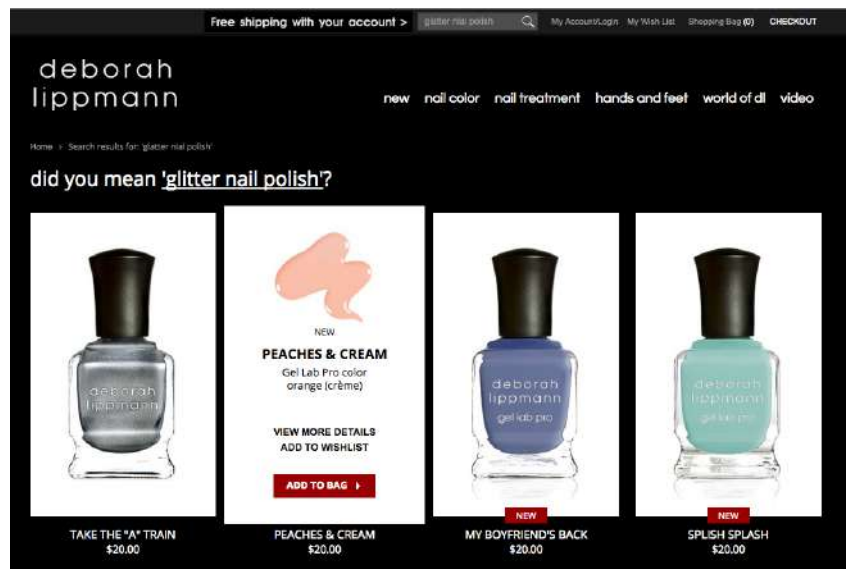
- Long Tail Queries
- Queries by Color
- Thematic Search (Understanding customer speak)



Advanced Error Tolerance:

Deborahlippmann.com noticed that their customers were getting frustrated with how easily their searches were being misinterpreted, due to spelling errors and typos.

With Unbx'd's advanced spell check deborahlippmann.com was able to show relevant results for even the most mangled spelling errors.



Personalized Recommendations:

Unbx'd's intelligent recommendation engine allowed Deborahlippmann.com to track visitor interactions with product views, searches, cart additions and purchases to build a unique profile for every visitor. Unbx'd incorporated personalized recommendations to facilitate 1:1 personalization, with the ability to provide:

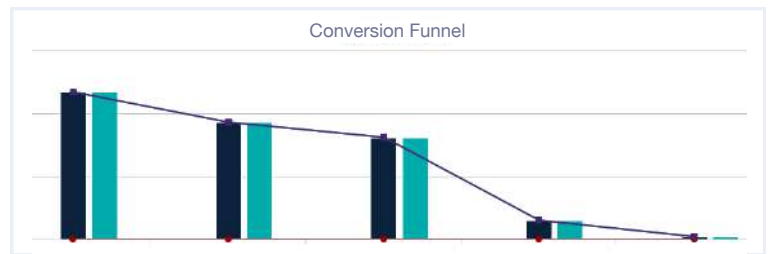
- Up-Sell Recommendations (Similar Products)
- Cross-Sell Recommendations (Complementary Products)

Merchandising Dashboard:

Unbx'd's powerful merchandising dashboard allowed Deborah Lippmann to apply business rules like creating occasion based landing pages, and creating merchandising banners that conformed to their business goals.

With the Unbx'd Merchandising Dashboard, Deborahlippmann.com was equipped with the right tools to:

- Drive higher Customer engagement and conversion levels
- Increase Search click-through rates
- Automate their merchandising tasks



Top Search Queries

S.No	Query	Hits
1	Glitter	30
2	Build	18
3	buttercup	13
4	red nail color	10
5	smooth	8

Top Zero Results

S.No	Query	Hits
1	buttercup	8
2	sdfsdf	1
3	dfgads	1
4	sdfs	1
5	hrewsaz	1

Business Benefits:

- Autosuggest ensured that users started finding more relevant products
- Color-based search is an essential feature for Deborahlippmann.com. Using Unbx'd synonyms feature, they were able to define color families with bi-directional & uni-directional synonyms.
- More relevant search results, that resulted in better click-throughs & conversion rate
- Spell-check ensured that the relevant search results were shown even with mistyped words
- Unbx'd's merchandising dashboard allowed products to be promoted based on seasons and occasions with minimal effort.
- Easy to use dashboard allowed merchandisers to configure rules without any dependency on the IT Team
- Personalised recommendations for users on the site resulted in more up-sell and cross-sell opportunities

About Unbx'd

Unbx'd Inc, is an eCommerce personalization & recommendation platform that provides search, navigation, product recommendations, merchandizing and analytics solutions for eCommerce companies. Unbx'd's goal is simple: provide the tools that marketers & merchandisers need to help customers find what they're looking for.

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