Casa del Libro

CASE STUDY
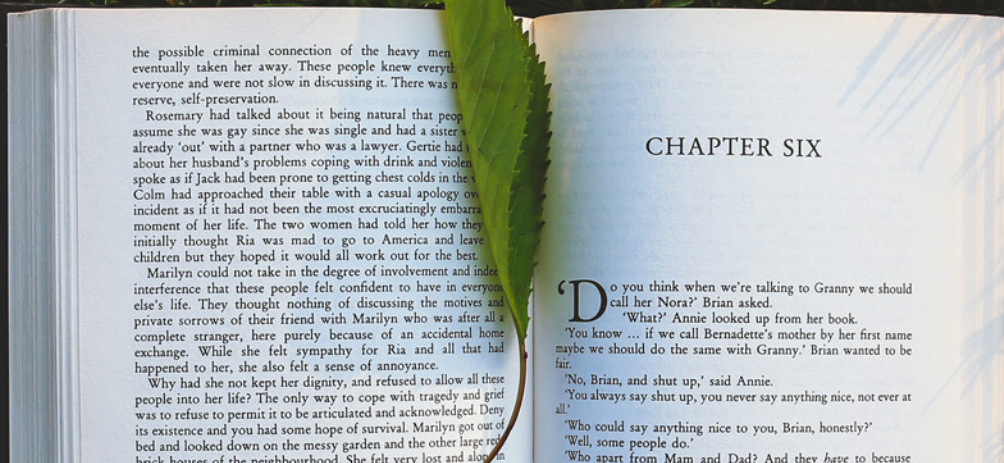
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BACKGROUND

The importance and value of search in eCommerce has increased exponentially in recent years and it continues to grow as search boxes become ever more prominent in size, location and usage. And, not only has the use of search dramatically increased but so has the revenue produced from search sessions with web visitors who use search spending on average 5-6 times more. Search has also become an intrinsic part of the brand experience and a key element of retailer differentiation, creating highly relevant, rich connections with every single customer.

Bookstores have their own unique set of challenges and dynamics. They house huge catalogues of products, diverse and broad in their subject matter, and need to create the authenticity of the traditional bookstore online. In a physical store, customers browse with a knowledgeable assistant on hand and users often need similar support online and this is where search and navigation play a key role. Book searches can vary from the specific and detailed to those looking to be inspired or for recommendations and the online bookstore needs to be able to satisfy all these needs. Frustration, when someone does not find what they're looking for, can not only create

a negative experience but can send visitors looking elsewhere.

Casa del Libro, acknowledging the importance and value of online search, wanted to make improvements to their site, enhancing the experience while fixing known problems such as the speed of the results loading and the findability of the most popular products. The leading Spanish bookstore wanted to undertake a site review to understand online shopper's searches and behaviours to be able to not only improve the search and navigation experience but also to offer an excellent customer experience which in turn would positively impact on sales.
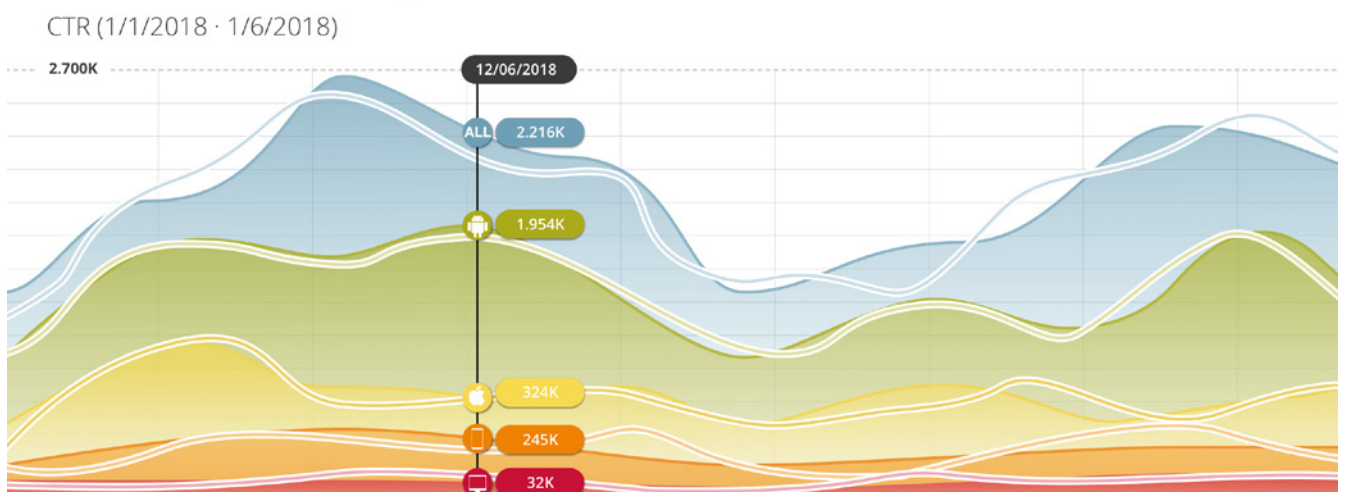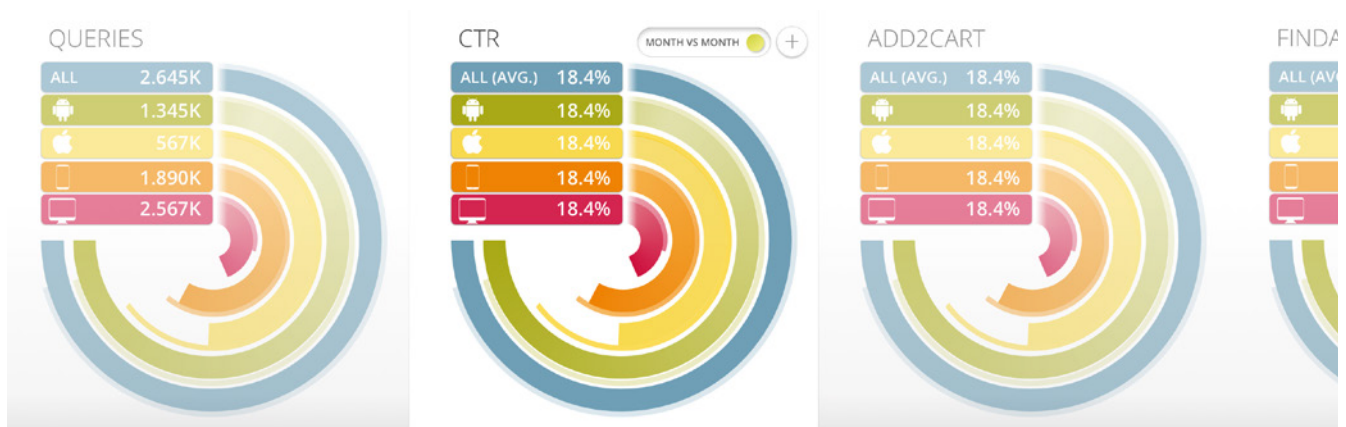
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ANALYSIS

Casa del Libro selected empathy.co to undertake an analysis of their customer data with a focus on tracking user searches, site navigation and customer journeys. The bookseller wanted to understand every user step, every search, every navigational behaviour in order to not only improve and increase site findability but also to create a more joyful online experience.

Findability is empathy.co's unique unit of measurement and is based on how many searches lead to front page clicks, giving a strong indication of the success of the

results and alignment with the user's intent. Findability is not only a crucial indicator of the success of site search but it can also be used as a powerful merchandising and strategy tool.

Having undertaken the analysis, empathy.co carried out a Proof of Concept project which segmented site visitors into two categories; new users and repeat shoppers, having established each had their own distinct behaviours. The review looked at preferences, performance and revenue potential with KPIs put in place such as the Exit Rate, Add to Cart, CVR and AOV.

QUERIES	
ALL	2.645K
🤖	1.345K
🍎	567K
📱	1.890K
🖥	2.567K

CTR	MONTH VS MONTH (+)
ALL (AVG.)	18.4%
🤖	18.4%
🍎	18.4%
📱	18.4%
🖥	18.4%

ADD2CART	
ALL (AVG.)	18.4%
🤖	18.4%
🍎	18.4%
📱	18.4%
🖥	18.4%

FINDA	
ALL (AV	

CTR (1/1/2018 · 1/6/2018)

2.700K

12/06/2018

ALL 2.216K

🤖 1.954K

🍎 324K

📱 245K

🖥 32K

INSIGHT, STRATEGY AND IMPLEMENTATION

Extensive research into the eCommerce platform's user behaviours enabled empathy.co and Casa del Libro to outline and determine the project scope, the areas of focus, the priorities and the design proposal.

The analysis revealed that while search represented a small percentage of site visits, it produced an incredibly large part of overall revenue. Especially in the case of new visitors. The exploration also helped to identify issues and improvements, for example

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Queries of between 3-10 words had the highest percentage of No Results

ISBN searches represented a fifth of total queries, however there was no facility to search by ISBN code.

The SERP ranking had a low gap between CTR and Findability indicating a low pagination in the results and improvements required in optimal ranking.

Through these insights, observations and an analysis of user behaviour empathy.co was able to evaluate and fundamentally change the search approach, pushing the language and behaviour of the customer into the search box rather than confining the user to its constraints. This meant re-thinking the search experience and putting people, rather than technology or data, first.

A new set of layouts and modifications were created and implemented with an improved design, incorporating

Interface, new Search features and Context to optimise the search box functionality and provide a more intuitive, meaningful and insightful customer journey and experience.

More catalogue control was also given to Casa de Libro through the Playboard dashboard allowing real-time control, insights and modifications. The objective was to make the UX richer and more expressive, the experience more joyful and delightful, and the results more personal and tailored. The following developments and enhancements were made.
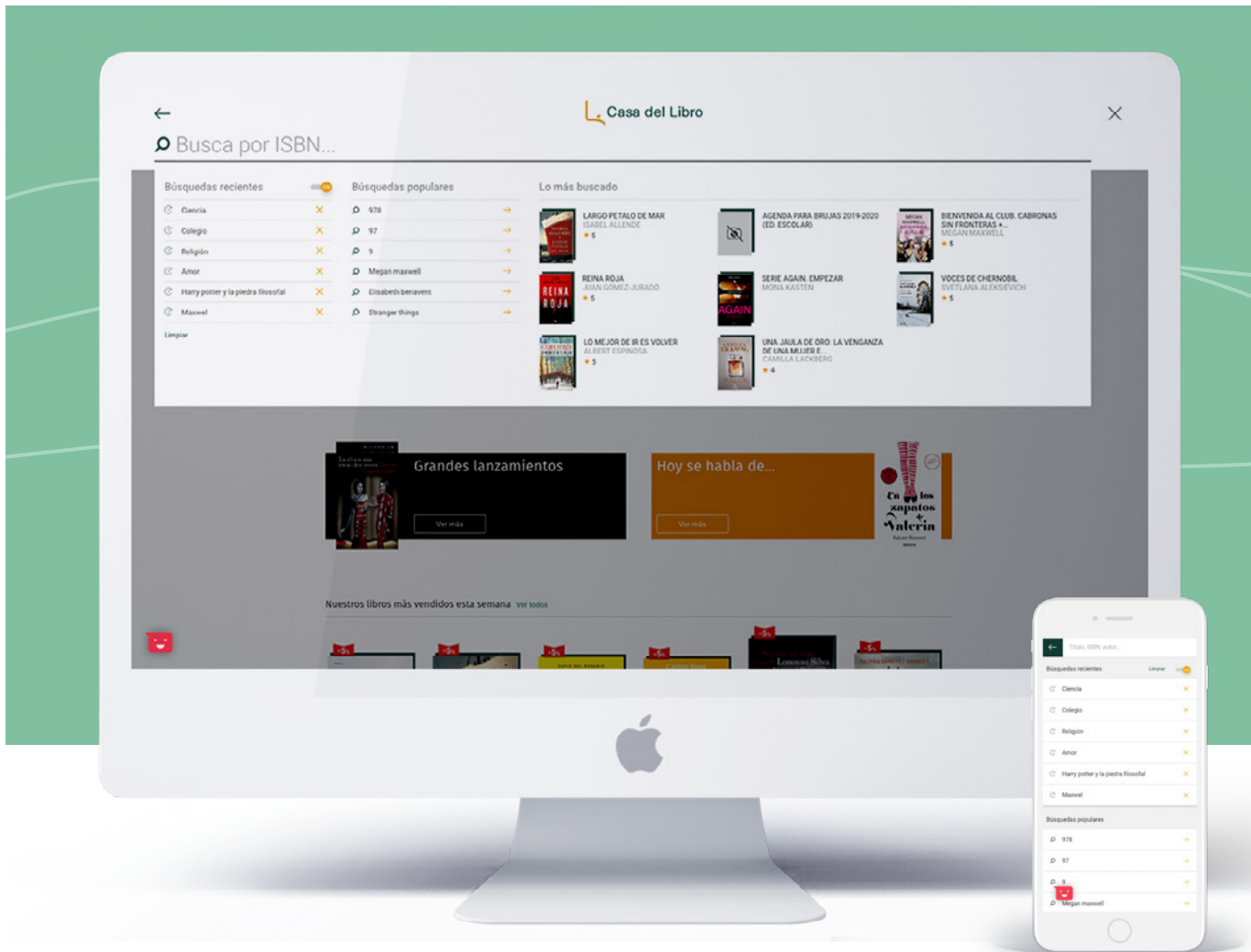
Interface

Our plug and play frontend, Interface, was integrated into the site to create a more intuitive, adaptive and expressive layout. This has made the online store more seamless, faster to respond and more expressive through the movement and flow created on each page. What's more, Interface has not only changed the look and feel of the site, it's also made it more mobile-friendly while allowing for the integration of new features.

Search Suggestions

Autosuggest with multiple options and filters, including spell check, has been added to the search box to include options like Title, Author, Type, Suggestions and Categories to help guide users through the selection. Search suggestions also now take users directly to the results page.

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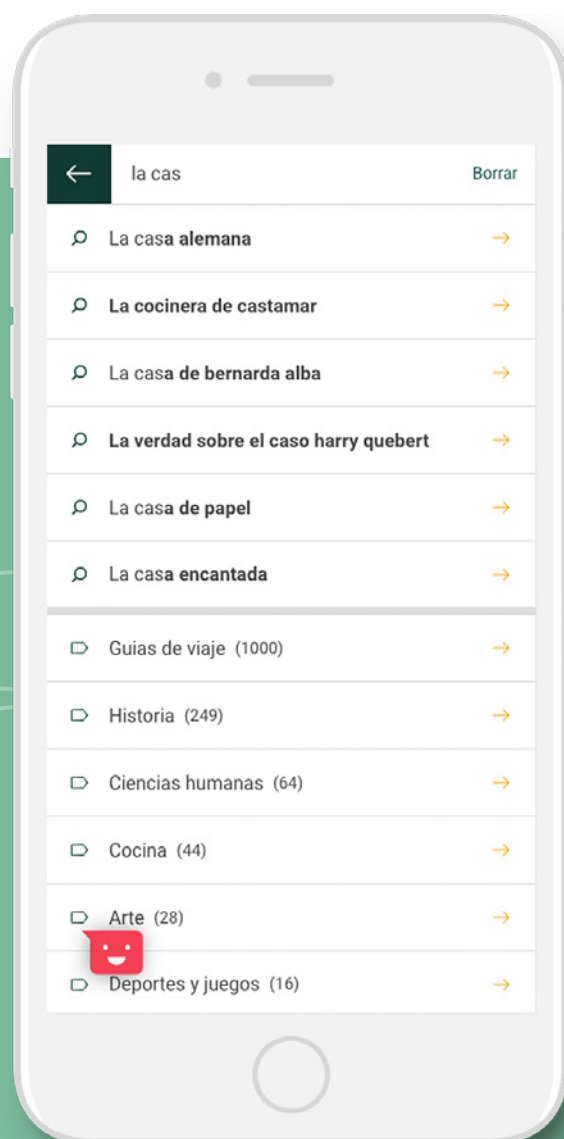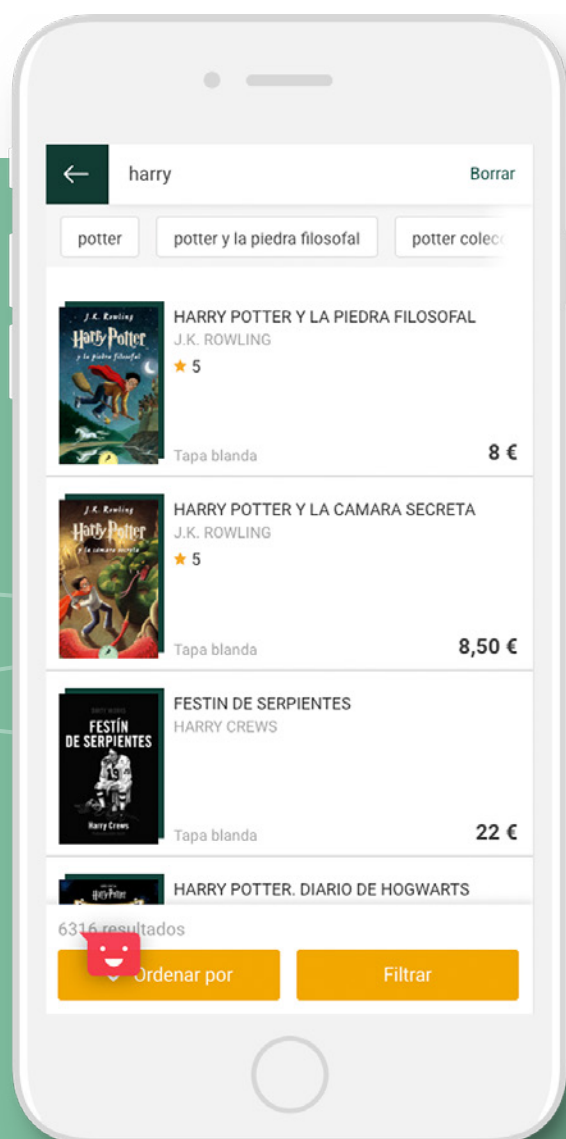
Related Tags

Related Tags have been added to offer further suggestions and help users to refine their search with just one click.

Product Suggestions

Additional ways to search were introduced to align with the needs of the user, such as an ISBN search feature.

Search Trends and Top Clicked

Visitors can now clearly and quickly see what's trending in terms of the most popular searches happening on the site in real-time as well as the products that are being selected and clicked on. It's also easier to go back to previous searches as returning visitors now have the option of seeing their search history.
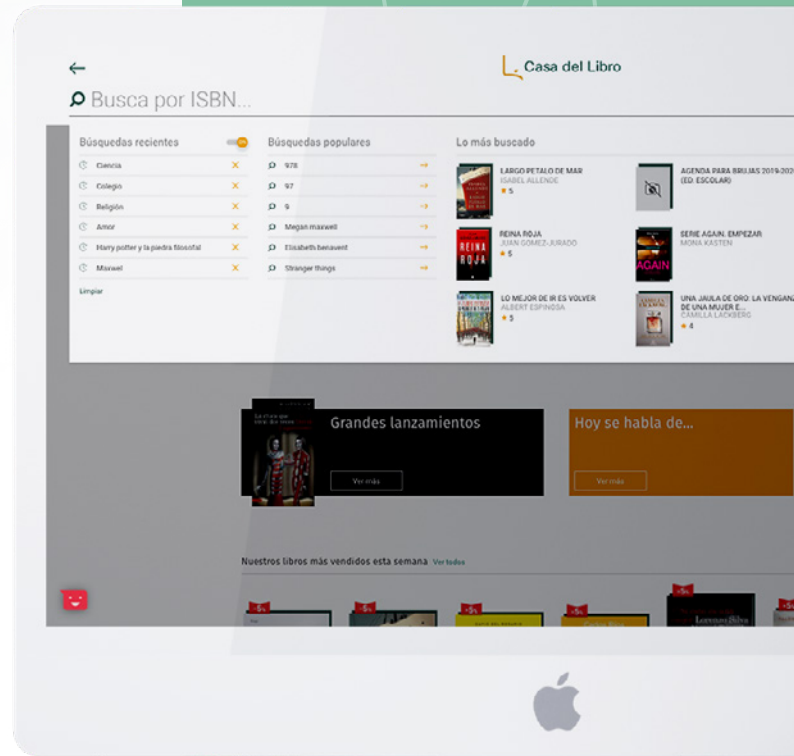
Next Queries

These have been added to the bottom of the page to show the options that other people who carried out the same search then looked at next to expand the queries and provide inspiration as well as more discovery options based on people with similar tastes.

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No Results

The No Results page design has been optimised and features including partial results and personalised suggestions have been implemented to improve and reduce these instances.
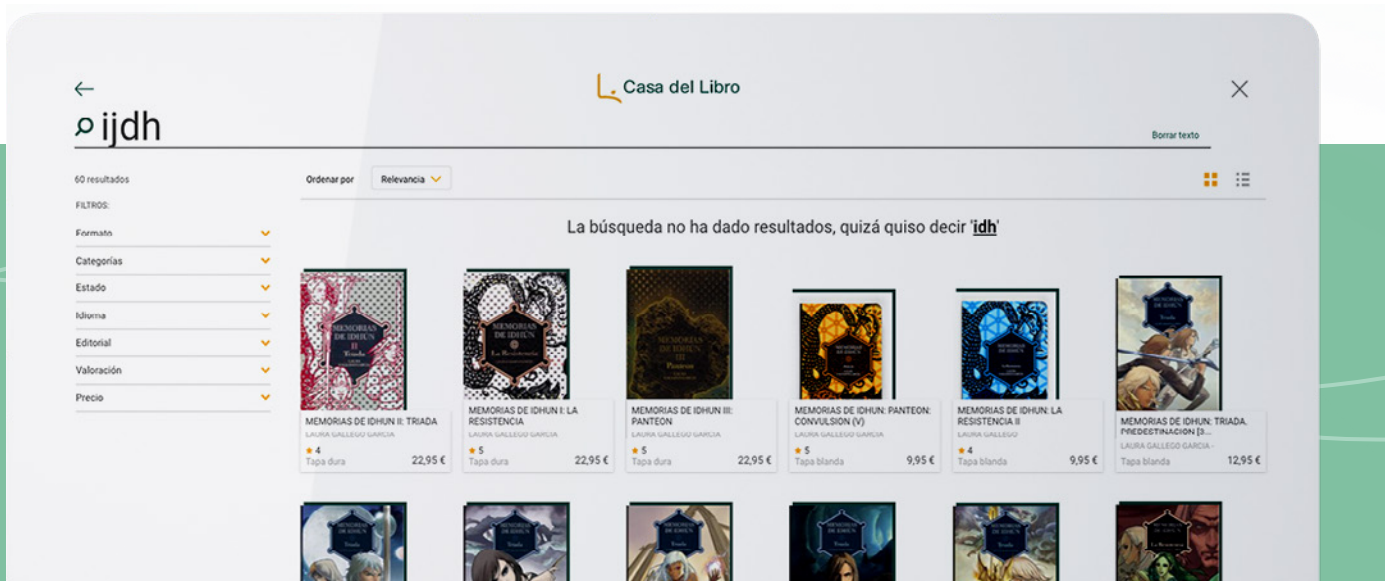
Playboard

Merchandising tools were introduced to give Casa del Libro full control of their products and catalogue; managing, optimising and driving the results displayed. This has allowed the bookseller to manually weight products and increase the relevancy of some over others so, for example, items with seasonal or promotional offers say, or those that are the most searched for, can appear higher on the results page.
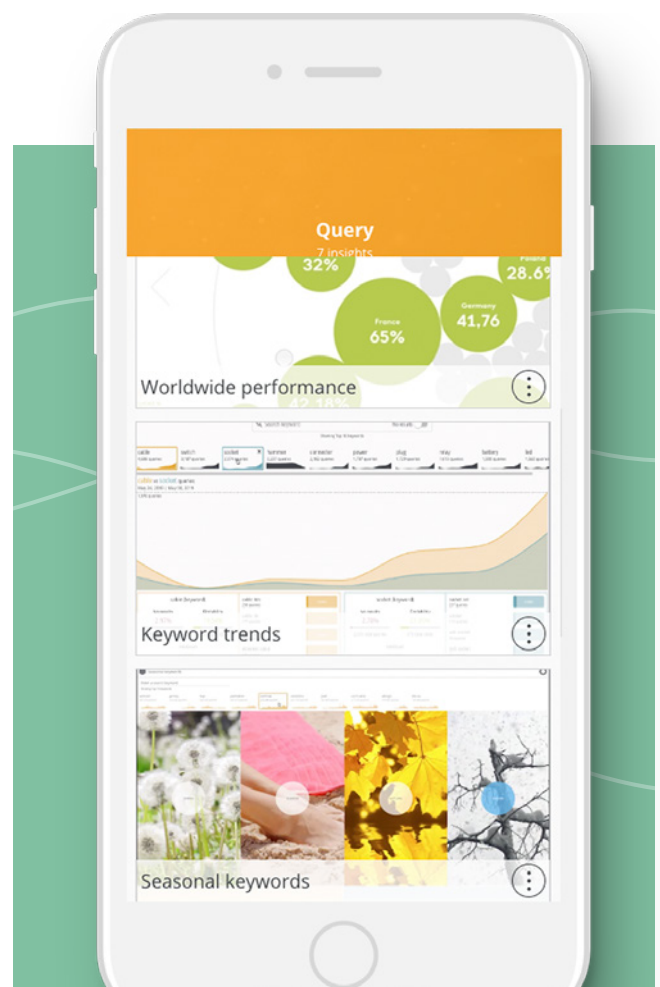
Context

Casa del Libro is one of the first brands to use Context to provide more individually relevant and meaningful results. In this first stage, Query Context has been deployed to understand user queries and anonymised user behaviour to boost the products that are searched for or clicked on the most so that they appear higher up in the results page.

It also guides users with similar queries to more tailored results based on their collective intent, therefore improving findability and helping site visitors locate what they're looking for. What's more, Query Context has been incorporated into the ranking algorithm so that this is no longer just based on the product catalogue but how people are interacting with it. This is a really powerful feature and creates more engaging and tailored connections for visitors.

In the next stage, User Context will be added to further personalise and tailor the results to address each individual user's needs.

RESULTS AND METRICS

The initial phase of the A/B testing, which compared the old site with a small test population of 10% of traffic directed to the new site with the empathy.co design, features and interface, demonstrated strong results over a one-week test period.

- Search exits were reduced by 70%.

- The average session duration increased, especially in the case of returning visitors by 200%.

- Conversion rates were increased by 45% and the average order value by 20%.

- Revenue sharply grew, especially within new visitors

The project was then rolled out with full desktop integration and then integrated into the bookstore's mobile app. In both cases, the following improvements were seen within the first month:

- On average users spent 10% more time interacting within the search session.

- The number of pages viewed per session also increased demonstrating higher engagement and interaction with the product catalogue.

- Bounce rate within search sessions was significantly reduced.

- The change in behaviour boosted sales with conversion rates rising, the number of transactions increasing which in turn led to impressive revenue growth.

- On mobile, add to carts increased by 200% with a 6% conversion growth.
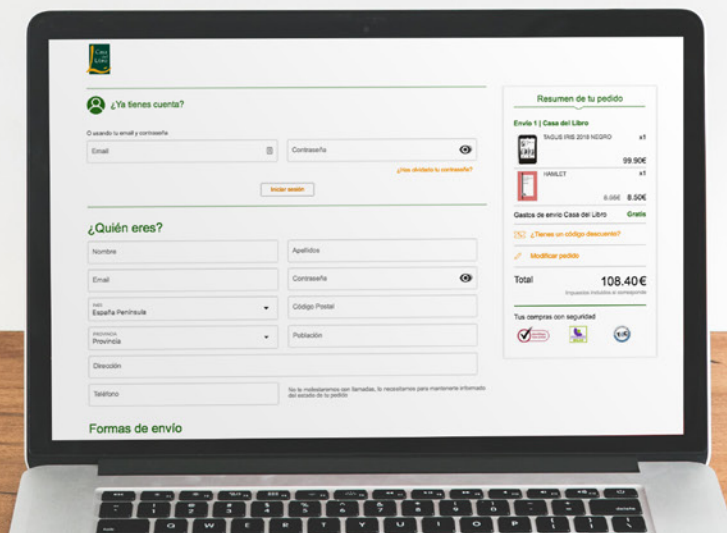
SUMMARY

Through understanding user behaviour and re-designing the customer experience to centre on the shopper, adding enhanced functionality and tailoring results based on understanding user behaviour, Casa del Libro has been able to significantly increase key metrics within a very short timeframe. Not only have they improved the search and site experience, Findability, user interaction, visit length, and the number, and relevancy, of products displayed but they've also added significant value to sales and revenue.

empathy.co's focus on technology and experience has helped the leading bookseller to enhance engagement and loyalty among both their new and returning customers, while boosting site and search performance.

Search is today a key part of a brand's differentiation; helping to make people feel special, to generate emotion and enable them to feel connected to the company. Re-designing the site and experience has meant that Casa del Libro has not only been able to achieve their customer goals but it's also had a positive effect on their revenue.

"We've seen significant and very pleasing improvements since working with empathy.co. Not only do we have the satisfaction of increasing customer engagement, loyalty and happiness but we've also seen huge benefits in site performance, sales and revenue."

Fernando Herranz García
eCommerce Director
CASA DEL LIBRO

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