

CASE STUDY

TRANSFORMING SEARCH EXPERIENCE WITH EMPATHY AI SEARCH

PRIMOR



empathy.co

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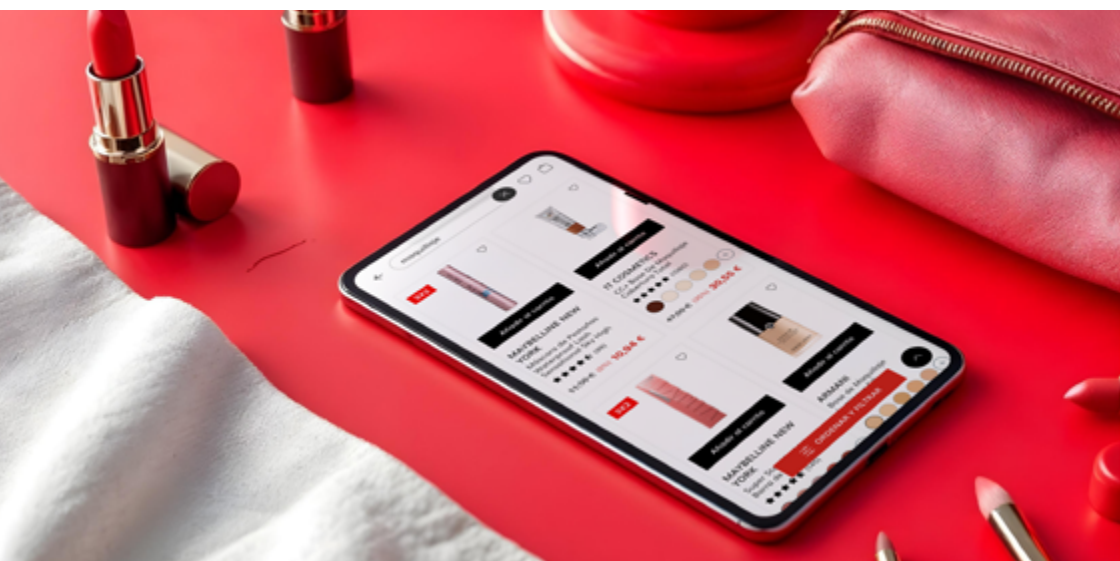
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INTRODUCTION

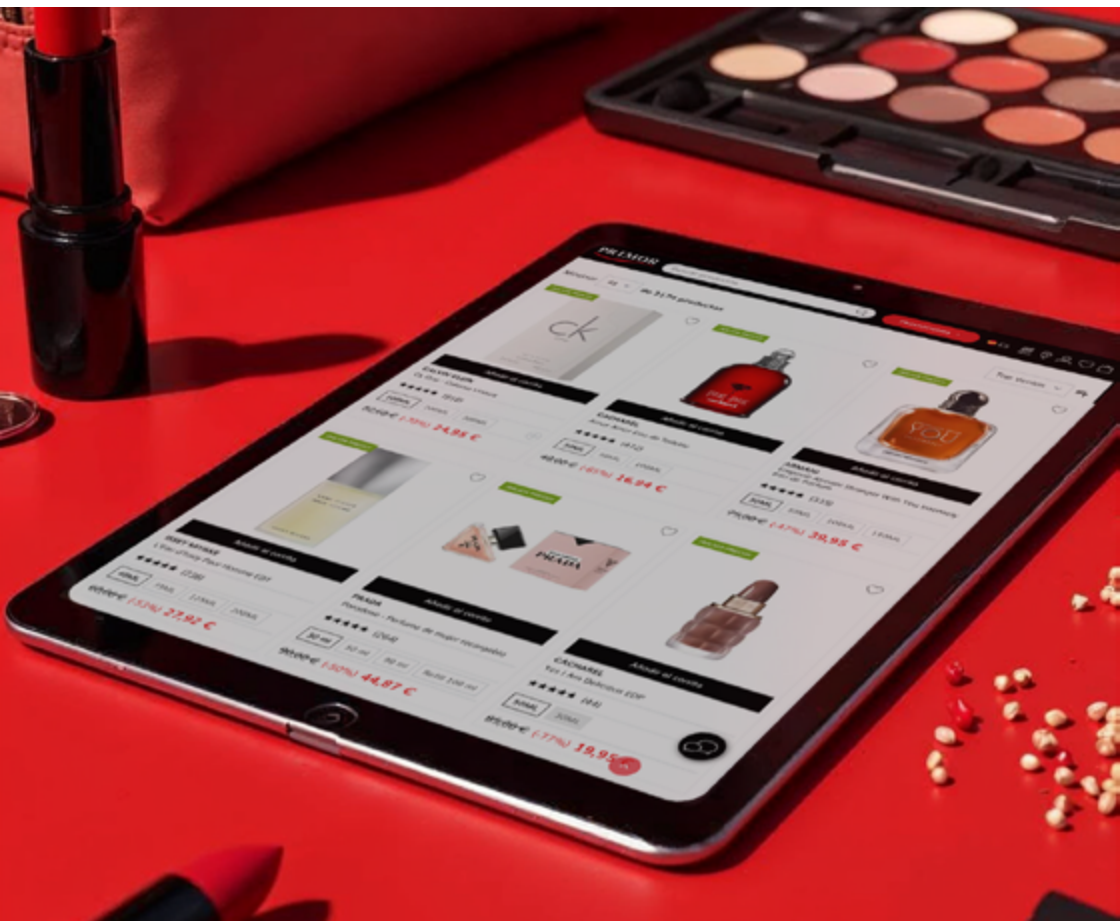
Primor, established in 1953, is a family-owned retail chain specializing in cosmetics and personal care products. Headquartered in Málaga, Spain, it has grown into a leading player in the Spanish beauty market. With over 250 physical stores across Spain, Portugal, and Andorra, and an e-commerce platform attracting over 17 million users, Primor is recognized as the top online retailer in the perfumery and beauty category in Spain. Known for its motto “Big Brands at Small Prices,” Primor combines affordability with quality, making it a household name in the beauty industry.



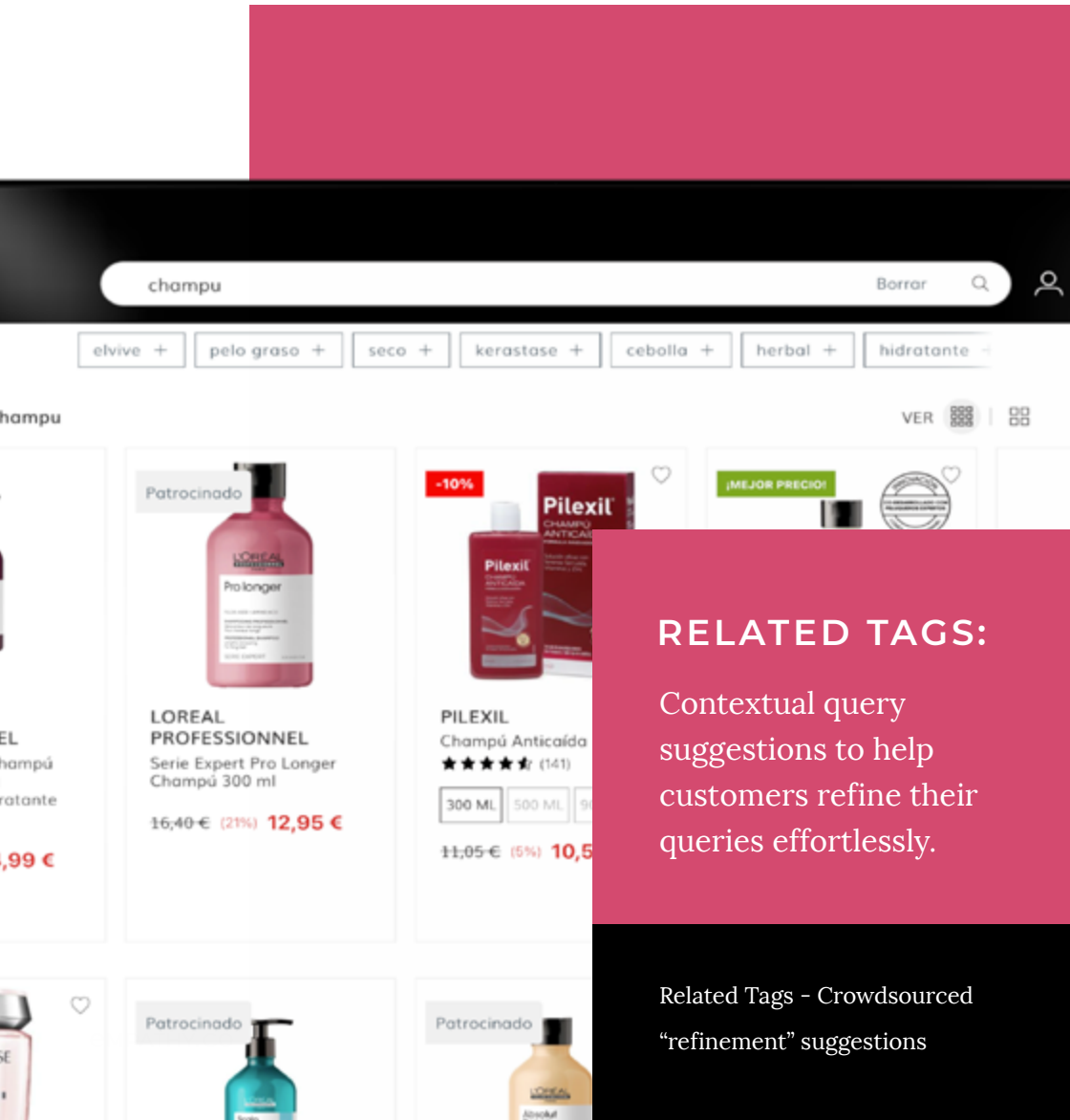
02
REVOLUTIONIZING
SEARCH WITH GENAI



Primor partnered with Empathy Platform to enhance its search capabilities, aiming to deliver a more intuitive and engaging insert hyphen shopping experience, upgrading their keyword-based and highly manual search experience with Doofinder. The new AI search solution introduced cutting-edge features grouped into four key areas:



Conversational Services



RELATED TAGS:

Contextual query suggestions to help customers refine their queries effortlessly.

Related Tags - Crowdsourced
“refinement” suggestions



NEXT QUERY SUGGESTIONS:

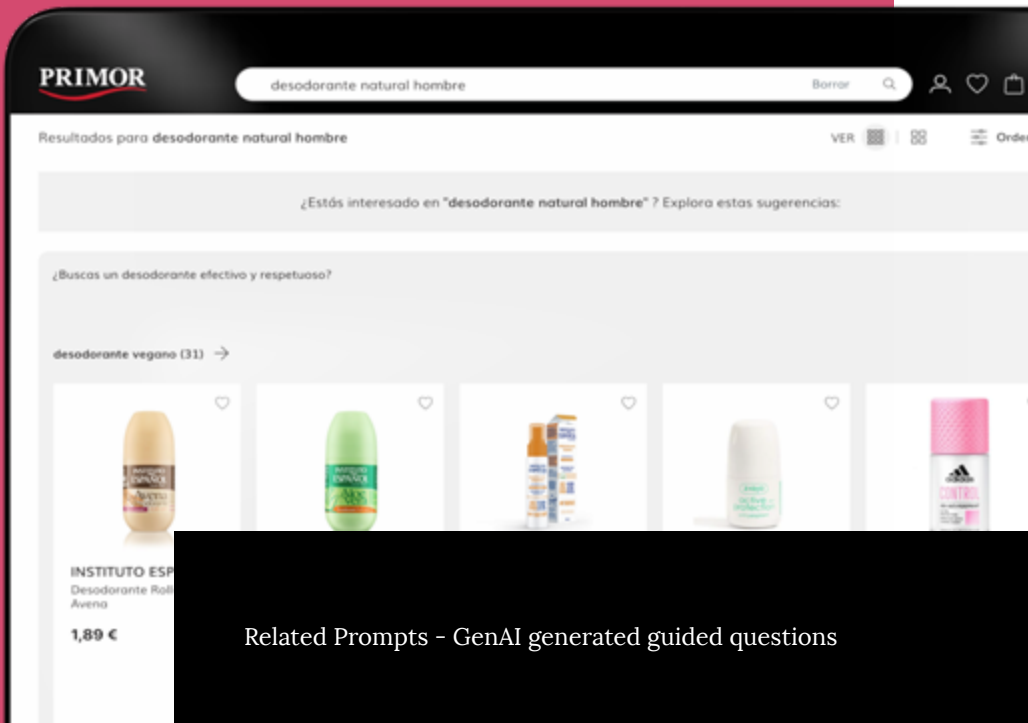
Guides shoppers to explore related searches based on their intent.

Next Queries- “people also searched for”

Gen AI Search

SEMANTIC SEARCH & RELATED PROMPTS:

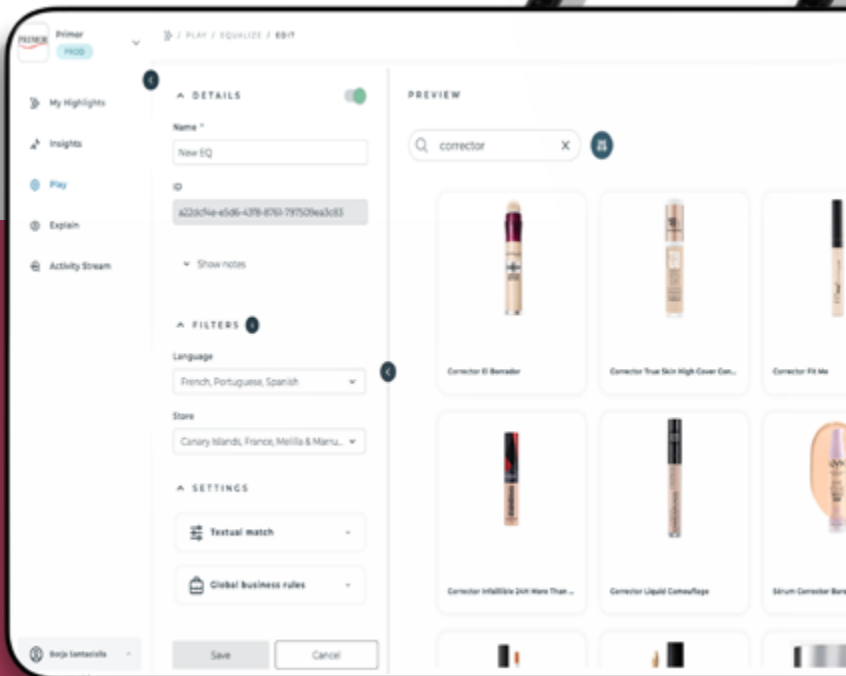
Powered by Semantics, NLP and open source DeepSeek R1, this generative AI feature provides relevant questions akin to those posed by a shop assistant. It enriches the catalog dynamically and enhances product discovery.



Related Prompts - GenAI generated guided questions

Equalize + Contextualize

Improved relevancy and explainability of search results through advanced ranking criteria. This ensures greater commercial intelligence by prioritizing sales, availability, and shopper intent without manual input.



Enhanced Customer Centric UX Design

INTEGRATION OF
SALES/PROMOTIONS
DIRECTLY INTO SEARCH
RESULTS (SPONSORED/
ORGANIC).

PRODUCT VARIANT
SELECTORS
EMBEDDED WITHIN
PRODUCT CARDS.

INSTANT RESULTS
DISPLAYED AS USERS
TYPE QUERIES, CREATING
A SEAMLESS EXPERIENCE.





03

RESULTS AND BENEFITS

The migration to Empathy Platform yielded remarkable outcomes for Primor:



17% Uplift in Findability:

Enhanced ranking criteria powered by contextualize capabilities improved product discoverability. Crowdsourced intent detection and commercial rules like sales and availability contributed significantly to this uplift.



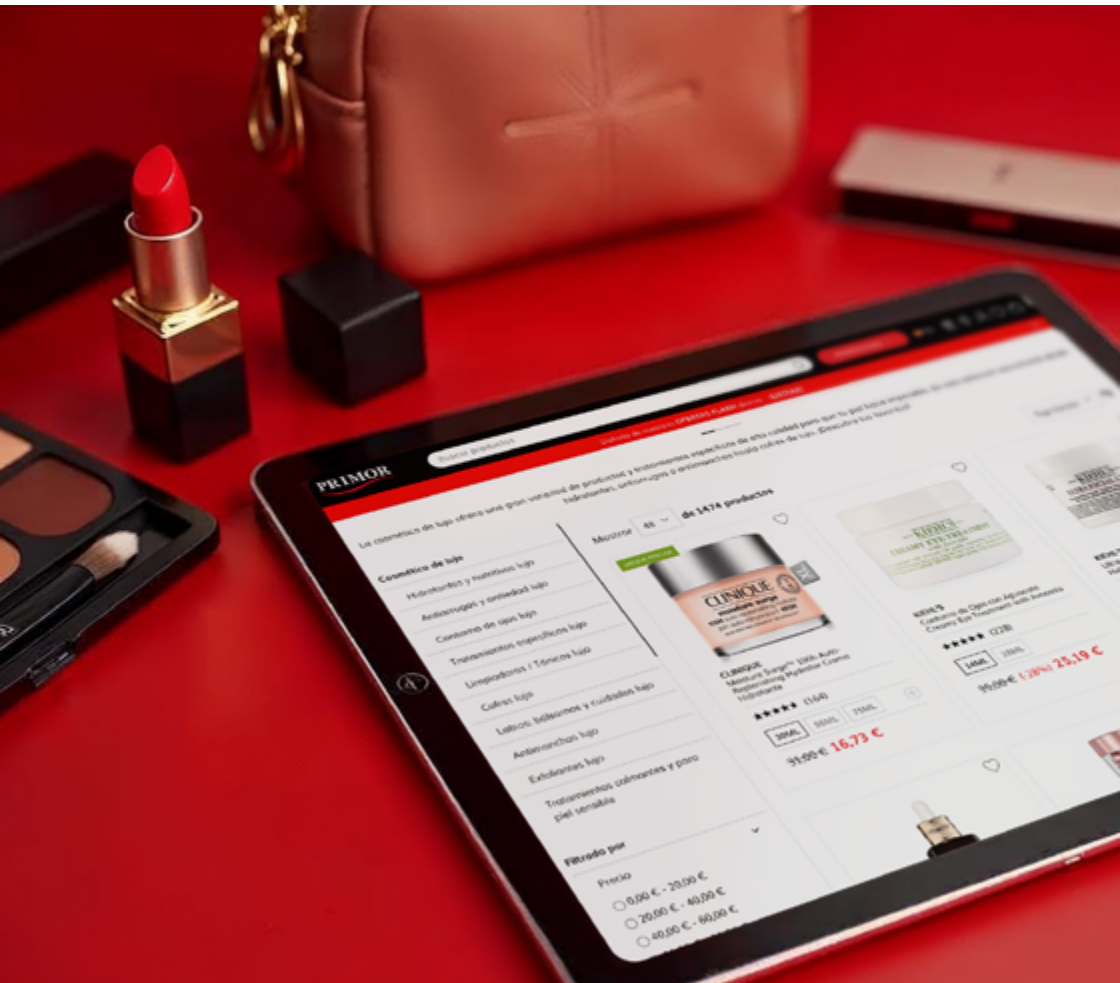
8% Growth in Overall Search Revenue:

An impressive 34% increase in Queries Per Session (QPS) led to a 5% growth in Average Order Value (AOV) and a 2% increase in Average Items per Order (AIO), showcasing the platform's cross-selling capability.



4% Increase in Retail Media Revenue:

Integration with Criteo's retail media solution boosted revenue from sponsored products.



04

CONCLUSION



Empathy Platform has transformed Primor's search experience into a dynamic, engaging and customer-centric journey. By leveraging Gen AI-driven features like Related Prompts, Semantic Search and contextual ranking, Primor has not only enhanced user satisfaction but also achieved **significant business growth** whilst **regaining time previously wasted on manually "fixing"** search. This partnership underscores the potential of advanced search technologies to redefine e-commerce success while aligning with modern consumer expectations.

I love how the new search not only helps our customers find products faster, but also inspires them with smart, contextual suggestions that boost cross-selling. Seeing an 8% uplift in sales is a fantastic result for Primor!

Guillermo Peciña

Ecommerce Manager

PRIMOR



How can we improve your brand's Search & Discovery?



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