

CASE STUDY

PAIRING TECHNOLOGY WITH DESIGN FOR AN INSPIRATIONAL JOURNEY

Search & Discovery to Generate Exponential
Ecommerce Growth

PDPAOLA



emPATHY.CO

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01
ANALYSIS AND
INSIGHTS



PDPAOLA

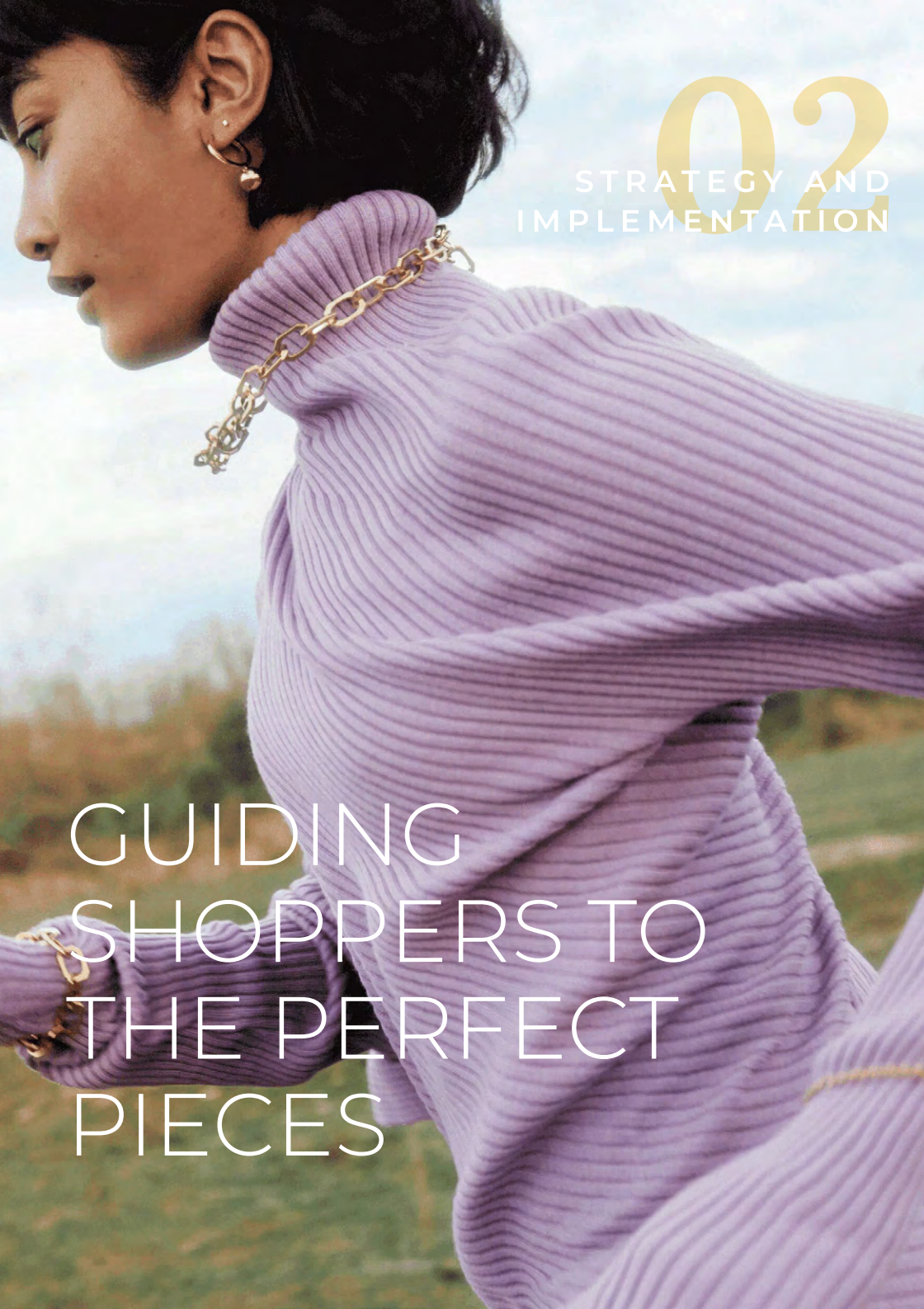
PDPAOLA



A SHINY,
NEW SEARCH
EXPERIENCE

PDPAOLA is an international jewellery brand founded in 2014 in Barcelona, Spain. As a DNVB (Digitally Native Vertical Brand) their mission is democratising luxury jewellery by providing an amazing customer experience. With a consolidated international footprint in more than 100 countries, PDPAOLA continues to grow exponentially year on year, to become one of the **leading brands** in the **international jewellery** space.

With an ecommerce site running on Shopify which is constantly growing in terms of traffic and internationalisation, the main challenge was to revamp their Search & Discovery experience in accordance with their brand values. Just as PDPAOLA combines high-precision technology with handwork in their jewellery creation, the brand's online experience needed to pair **innovative technology** with **customer-centric experiences**, which led them to Empathy.co.



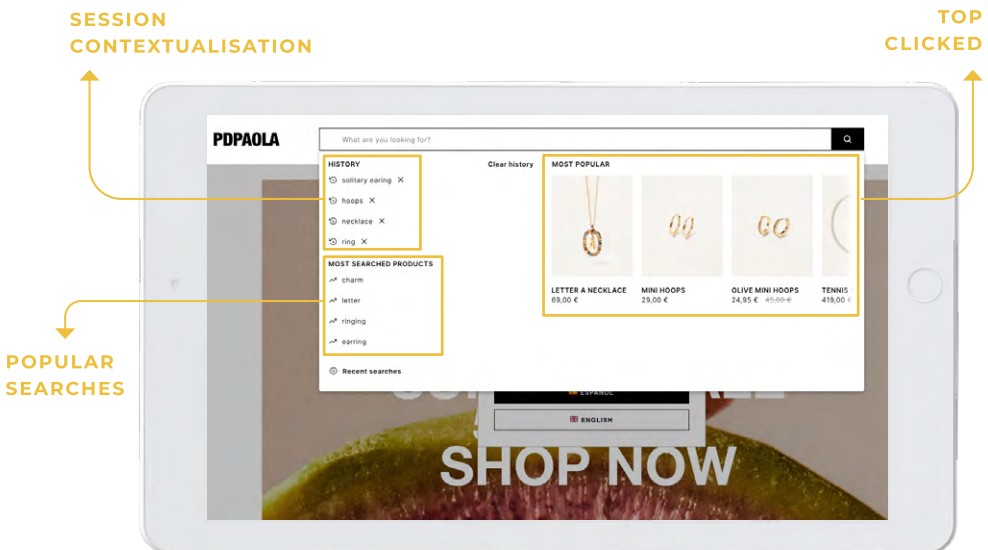
02

STRATEGY AND
IMPLEMENTATION

GUIDING
SHOPPERS TO
THE PERFECT
PIECES

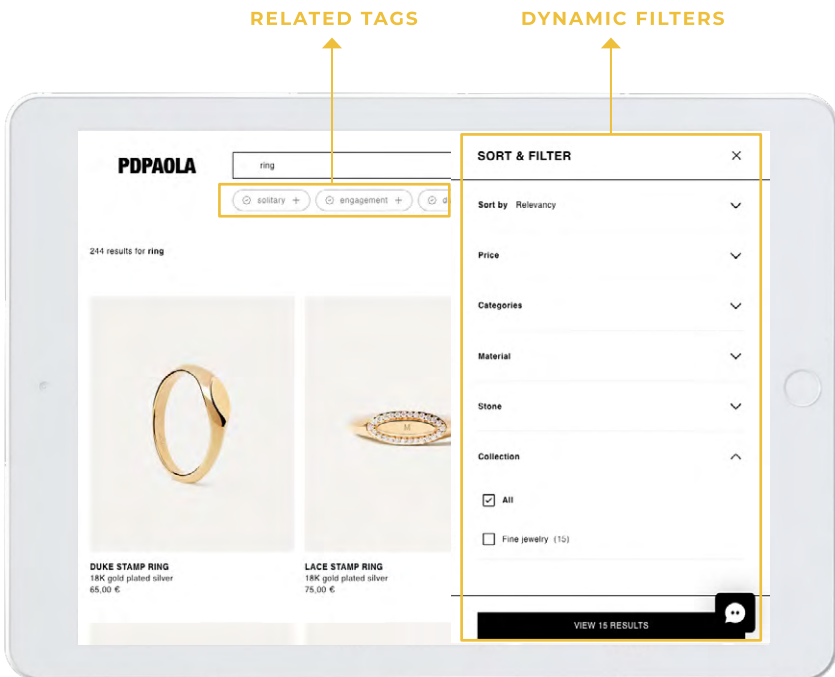
Predictive Layer

PDPAOLA implemented Empathy.co's Predictive Layer to offer shoppers **customised recommendations** and results from the moment they enter the online jewellery store. A combination of wisdom of the crowd data, **type-ahead suggestions** and **trending products** encourages catalogue exploration, without using any personal information. Popular Searches and Top Clicked products are shown in a dropdown for all shoppers while returning shoppers receive an enhanced experience thanks to Session Contextualization.



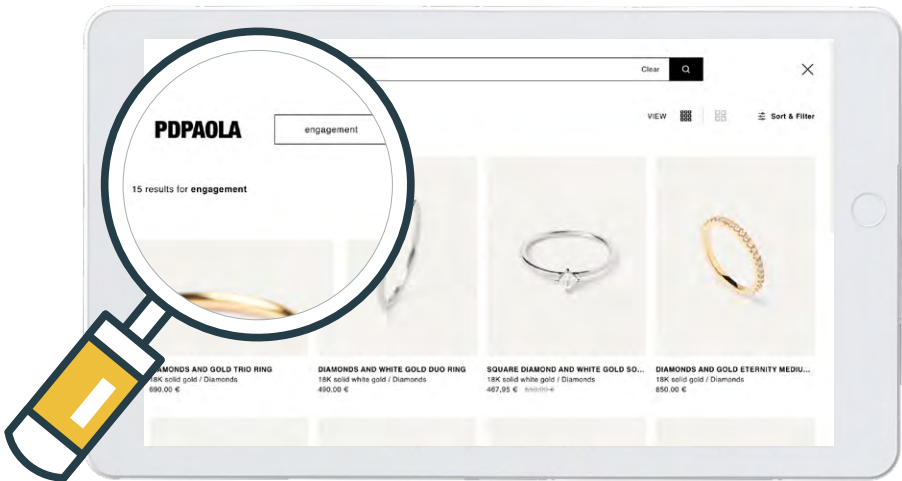
Conversational Search

To guide shoppers in a conversational way, PDPAOLA shows **Related Tags** and **Dynamic Filters** to refine the products returned on the Search Engine Results Page (SERP). Narrowing and **refining results**, using tags and filters that are tailored to each particular query, lets shoppers tell the retailer precisely what sort of look they are searching for.



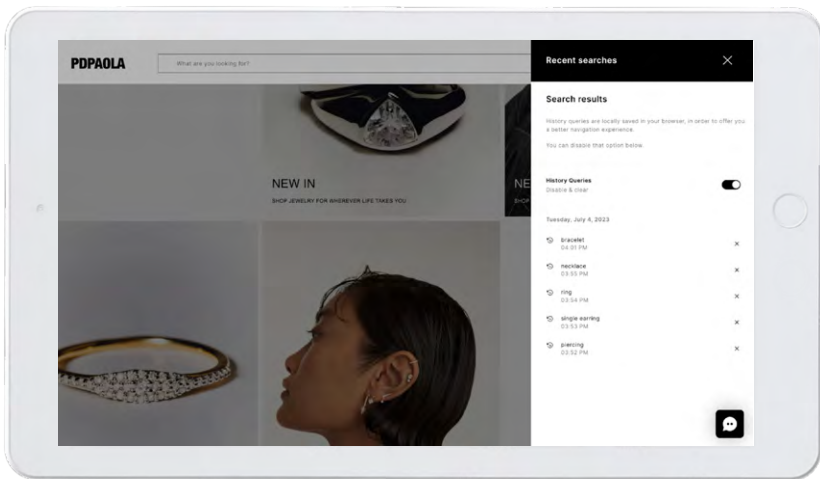
Empathy Context

PDPAOLA shoppers enjoy an ethically enhanced journey with Empathy Context, which **anonymises behaviour patterns** using AI to learn from queries while protecting privacy. Customers are presented with relevant results and key term recommendations, **boosting product Findability and brand confidence** thanks to streamlined search that helps them find the perfect pieces.



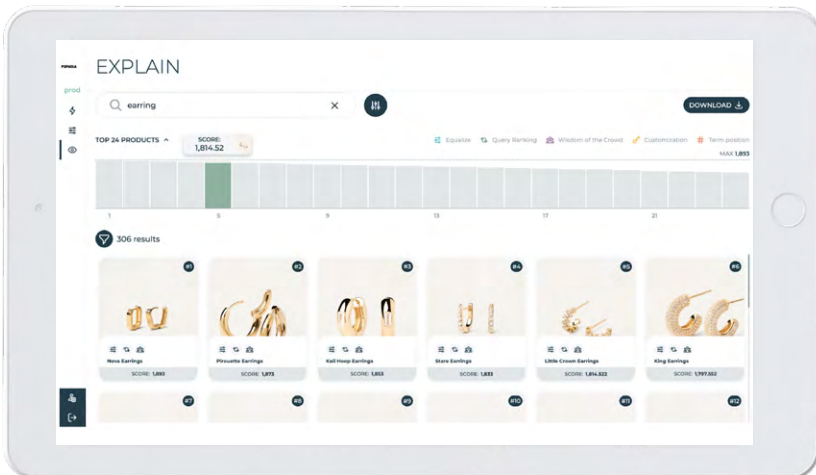
Privacy-First

Similar to PDPAOLA putting luxury jewellery within reach, Empathy.co puts **privacy at the heart of Search & Discovery**. Shoppers are respected and their personal information is protected, so the only thing they have to worry about is choosing their favourite earrings, bracelet, necklace or ring.



No-Code Controls

The **merchandising team** at PDPAOLA can make changes whenever necessary thanks to Empathy.co's Search & Discovery technology being API-first, headless and composed of extensible microservices. No coding is required so adjusting to trends and **adapting to brand strategies** is simple. Understanding the modifications made to their ecommerce experience is just as easy with the **Explain tool** which breaks down why results appear the way they do.



A close-up photograph of two women. The woman on the left is smiling broadly, looking upwards. The woman on the right is leaning in and whispering into the first woman's ear, with her hand held near her mouth. She is wearing a green ribbed sweater and a gold ring with a heart-shaped diamond on her ring finger. The background is a plain, light-colored wall.

03
RESULTS

ONLINE
SHOPPING
THAT SPARKLES

KEY METRICS

2022 was a significant year for PDPAOLA with huge international expansion, the opening of physical stores around the world and the launch of the brand's new Search & Discovery experience.

-7%
NO RESULTS



+6%
CTR



+7%
FINDABILITY



+19%
SEARCH SESSIONS



A person with short dark hair, wearing a blue ribbed turtleneck sweater, is shown in profile from the chest up. They are looking towards the right, where a bright sunset or sunrise is taking place. The background is a soft-focus landscape with trees and a warm, golden light. The overall mood is serene and contemplative.

04
SUMMARY

CUSTOMISED
ECOMMERCE
WITH CHARM

PDPAOLA's mission is to spark joy and promote self-confidence for women worldwide. The brand also democratises affordable luxury by focusing on exceeding their customers' expectations. With their new Search & Discovery experience, PDPAOLA has **strengthened their relationship with shoppers**, providing insightful recommendations, guiding them as if they were close friends and making their lives easier with a smooth and engaging shopping experience.

“Empathy.co has perfectly embraced our mission to balance Customer Experience, Design and Values. With the new Search & Discovery solution, our shoppers have a joyful ecommerce experience that respects their privacy while encouraging them to explore our catalogue.”

Montse Barnolas

Ecommerce Manager

PDPAOLA



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



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