



# CASE STUDY

**BRICOMAN**

**104%** Increase in mobile search conversion rate  
in less than one year\*

 Sensefuel

# BRICOMAN

## MARKET SEGMENT

DIY, Home & garden

**42%**

Increase in the number of searches per visit in one year.

## THE PROJÉT

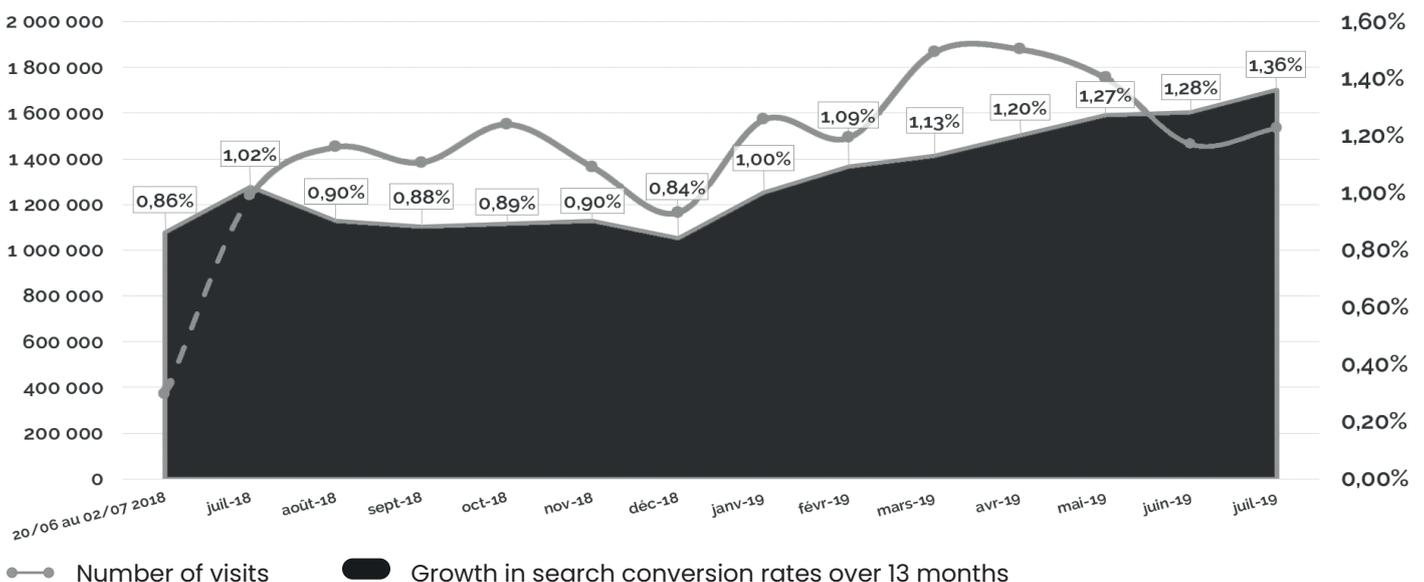
Bricoman observed that visitors to its e-commerce site almost always came through the search engine. **One of its primary aims, therefore, was to focus on its search engine in order to optimise the digital experience for its customers.**

The objectives of this project included **making the user experience smoother and more efficient while speeding up the time taken to find products**; the DIY specialists who visit the site have clear expectations of finding specific products sold by the brand.

The results have been conclusive. Bricoman quickly saw the benefits, with an increase of **21% in its search engine conversion rate, revealed during A/B testing.**

**Bricoman has therefore achieved a significantly higher ROI than it did with its old search engine**, which required numerous regular interventions (updates, developments, etc). A better sales performance awaits you!

## INCREASE IN THE CONVERSION RATE, BASED ON RESEARCH\*



\*Search conversion : visits with search(es) followed by confirmation of basket / visits with search(es).

« The advantage of Sensefuel is that it enables you, via its algorithm and its Machine Learning, to go straight to what you're looking for. And through learning from all of the expert visitors who browse our website, it can offer you the right product at the right moment »

Julien Moreno, Leader Digital at Bricoman France

Time to market was obviously a major strategic factor for Bricoman, driving the brand to act quickly. The aim: **create a link between the user and the brand within an omnichannel system, and communicate the image of a brand at the forefront of innovation, demonstrating an efficient digital sales model.** The fact that the solution could be implemented by individual tag made it perfect to meet this challenge.

In terms of data, the brand collects a lot more information than before, allowing it, for example, **to communicate much more quickly with product managers in order to provide them with information about the seasonality or performance of the products.**

Right now, Bricoman hopes to provide more data to the search engine in order **to go even further in the personalisation of the client's journey and one to one relationship.**

Following these positive results, new projects have started. Bricoman hopes to help users benefit from a mobile application and also plans to extend its search engine internationally.

## RESULTS

**92%**

Increase in search conversion rate

**X4**

Conversions from search vs menu navigation

**32%**

Increase in search usage rate



Sensefuel provides brands and retailers with an ecommerce search and product discovery platform that leverages the full power of next-generation deep-learning technology. In doing so, Sensefuel enables personally relevant and engaging shopper experiences that better convert on-site searches into sales.