



CASE STUDY

CUISINE ADDICT

73% Increase in search conversion rate
in one year*

 Sensefuel



MARKET SEGMENT
Homeware & furniture

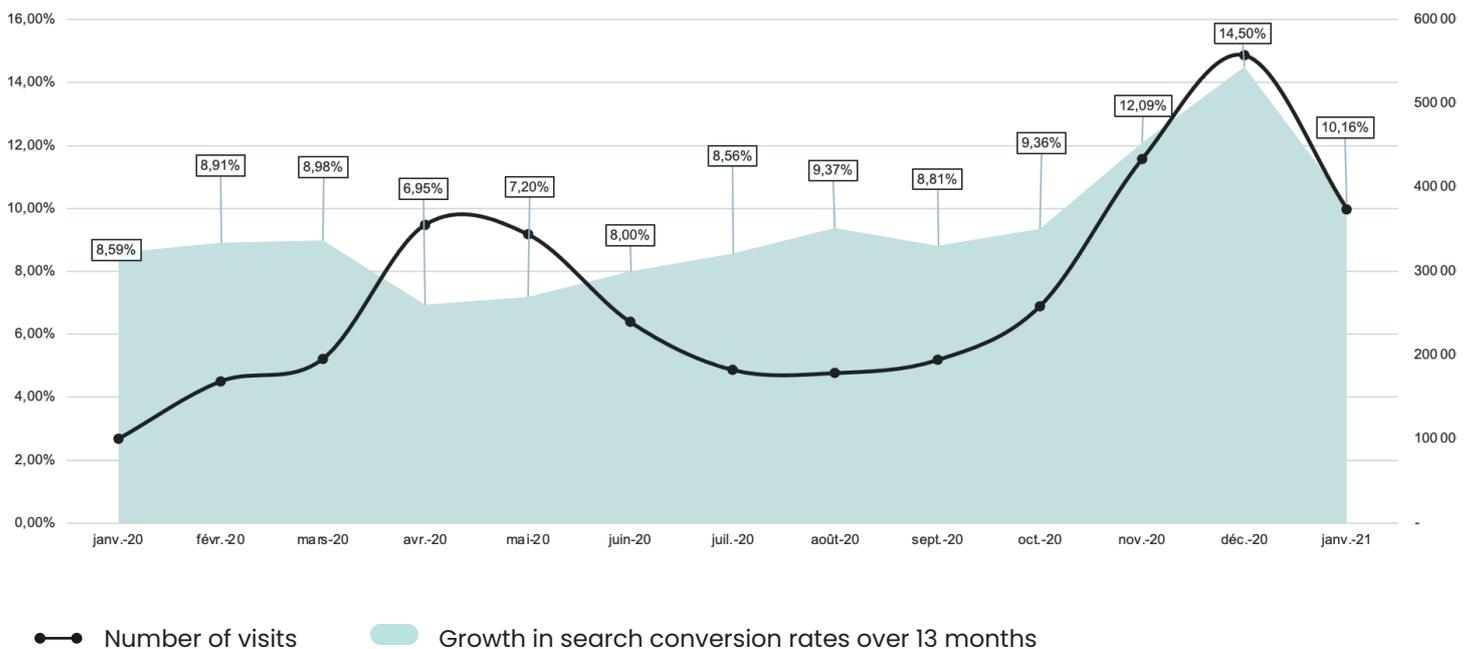
62%
of turnover coming
from search

THE PROJÉT

Cuisine Addict was created in 2008 by two friends who had noticed that most equipment and supplies for restaurateurs and bakers are inaccessible to the general public, even though they like using them. **Today, there are more than 10,000 professional quality culinary items which are accessible to everyone on the CuisineAddict.com website.**

When we met Cuisine Addict, the company was in the process of overhauling its e-commerce site. As well as a redesign of the e-commerce platform, the company also wanted to change the search engine, as the existing system lacked overall relevance. **The company's objective was to have a new platform and a rejuvenated search experience.**

INCREASE IN THE CONVERSION RATE, BASED ON RESEARCH*



Calculations carried out over a period from November 2020 to January 2021.
To allow for the effects of seasonality, we have calculated an average over the last three months of the period observed.
*Search conversion : Visits with search(es) followed by an order confirmation / Visits with search(es).

Sensefuel's self-learning artificial intelligence quickly won over Cuisine Addict. **The fact that search results are relevant in the context of each visitor, without requiring intervention from the team, is an important benefit for the brand.** That frees up operational time for the teams and allows them to concentrate on the core business of the company, while being assured of the relevance of results and the performance of the search engine.

In the process of migrating the e-commerce platform, the Plug & Play aspect of the solution which drastically reduces implementation issues convinced Cuisine Addict to adopt Sensefuel.

After a year of use the results are compelling. The Covid crisis has led to a global growth in traffic for Cuisine Addict. Consumers have been cooking a lot, they've had to get equipped and have shopped online. **The new search experience has supported this growth with a conversion level that has risen by 80% on mobile in one year and with more than half of the orders coming from the search engine (61.57%).**

Cuisine Addict's teams are satisfied with the relevance, time savings and performance that Sensefuel brings on a daily basis, which have taken the company to a new level. **The brand now wants to strengthen sales activity on its e-commerce site, particularly with the help of Sensefuel's e-merchandising functionality.**

RESULTS

43%

Increase in conversion rates from search on mobile in a year.

X6

Conversions from search vs menu navigation.

48%

of searches are mobile.



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.