



CASE STUDY

ROUGEGORGE

68% Increase in mobile search conversion rate
in one year*

 Sensefuel

ROUGEGORGE

MARKET SEGMENT

Fashion & Apparel

42%

Increase in search conversion rate in one year*

THE PROJÉT

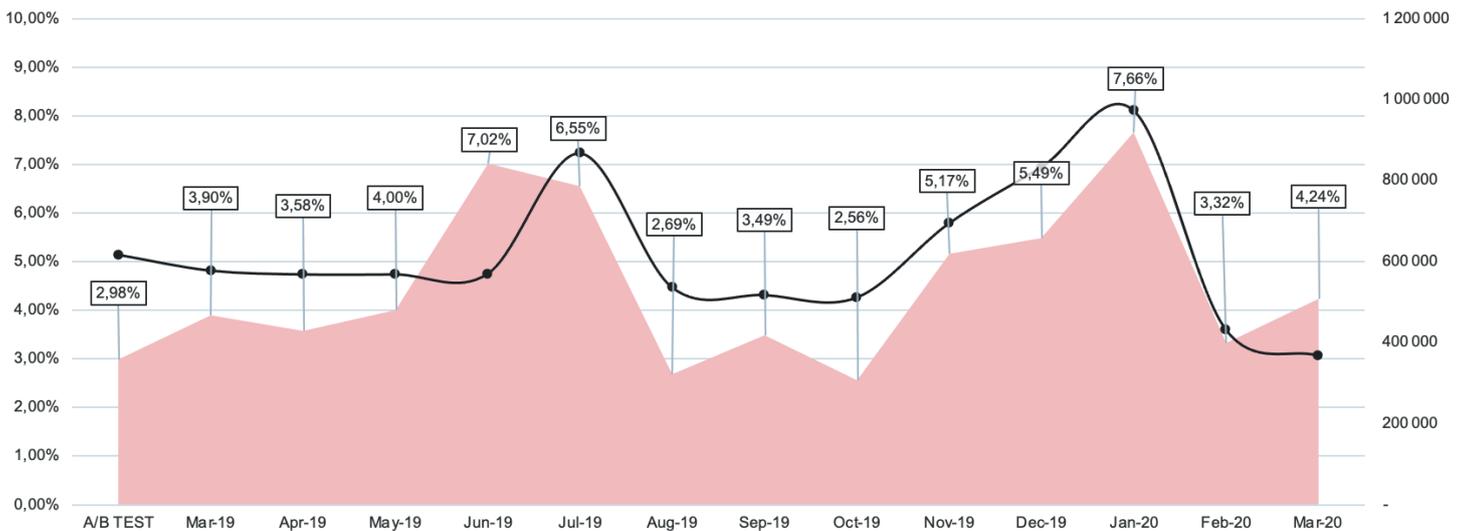
RougeGorge is a lingerie brand for women, created by women. The brand allows customers to choose the lingerie that best meets their tastes and needs for everyday life, guiding them through the search and discovery process of all types and shapes of bra.

Guidance and advice are part of the brand’s DNA, so it was essential that they should also be at the heart of the ecommerce experience, including within the site’s search function.

The added challenge for Claire Tardy, head of Web and E-commerce, was to save time for loyal customers who know which style of bra they want.

The brand therefore urgently needed to invest in a search engine that was highly accurate, but which was also capable of guiding the customer in their choice.

INCREASE IN THE CONVERSION RATE, BASED ON RESEARCH*



● Number of visits Growth in search conversion rates over 13 months

*Search conversion : Visits with search(es) followed by an order confirmation / Visits with search(es).

Claire heard about Sensefuel through word of mouth, and very quickly decided to try out the solution.

When Claire talks about the trial, she emphasises how simple it was:

«The test lasted a month and all we had to do was insert a simple tag in our site. During the first two weeks, we modified the catalogue structure to make sure that everything was well integrated, and then it was just a matter of measuring performance.»



RESULTS

X3,11

Conversions from search vs menu navigation.

73%

of search are mobile.

24%

of orders come from search



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.