



CASE STUDY

BESSON

**54% Increase in mobile search conversion rate
in one year***

 **Sensefuel**

Besson
· chaussures ·

MARKET SEGMENT

Fashion & Apparel

53%

Increase in search rates recorded following A/B test

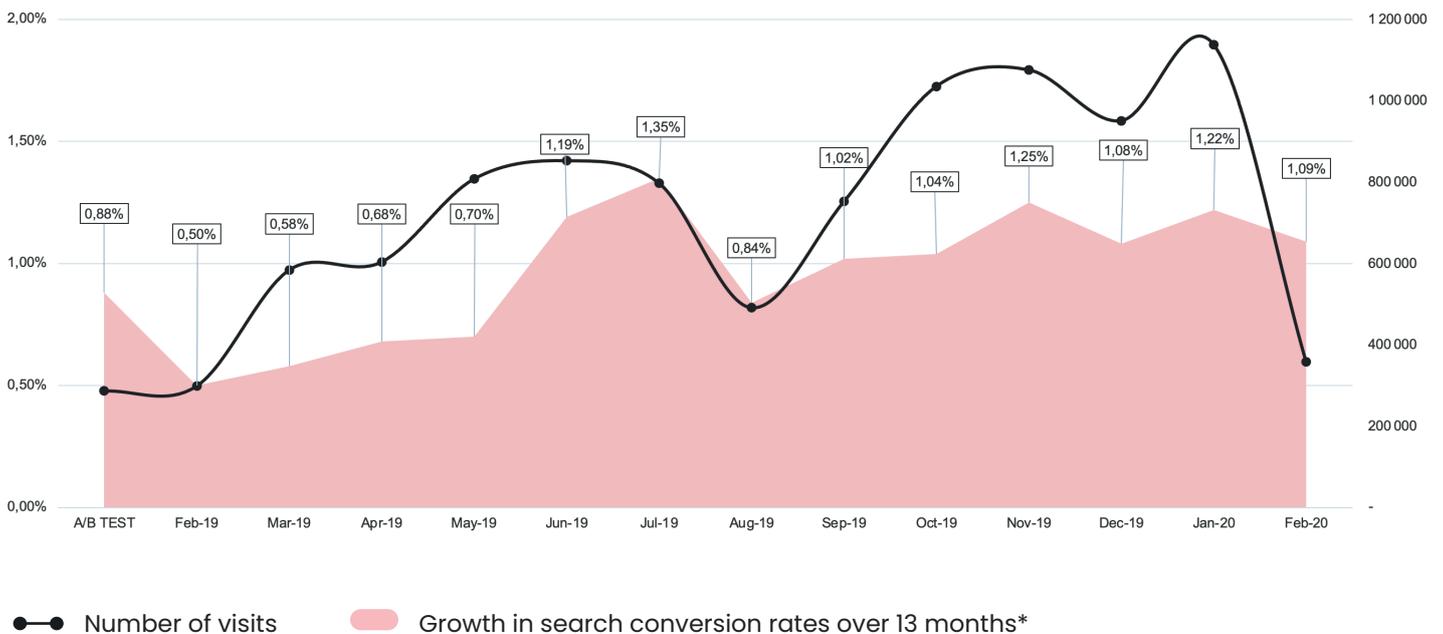
THE PROJÉT

Besson Chaussures is a French footwear retailer established in 1982 by Jean Besson and his brother Guy, in Breuil-sur-Couze. The brand has more than one hundred stores. In 2018 it was acquired from the Vivarte Group by Philippe Ginestet (Gifi), in association with Weinberg Capital Partners.

Besson Chaussures offers a wide range of shoes in its stores and via its online shop.

Putting pleasure back into the act of buying shoes is at the heart of Besson Chaussures' mission. The brand wants to restore the delight of purchasing products according to trends, outfits, seasons or inclination.

INCREASE IN THE CONVERSION RATE, BASED ON RESEARCH*



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

RESULTS

The challenge for the online team was to build a website that reflected and matched the brand's objectives. This meant **creating an inspiring journey that put the pleasure of shopping at the heart of every transaction. Search engine optimisation therefore naturally became a priority.**

During a discussion at a trade show, **Besson's digital and marketing teams were struck by the benefits of Sensefuel's approach and the solution's features.**

Impressed by the results of a trial, and the quality of the search experience, Besson decided to adopt Sensefuel's solution for its website.

Besson has continued to enrich the data that Sensefuel works with, in order to exploit the full potential of its product offering.

13%
Increase in use
of search

39%
Increase in search
conversion rates
in a year

25%
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.