



CASE STUDY

DAMART

368% Increase in conversion rate (4.5-fold!)
from search in one year*

 Sensefuel



MARKET SEGMENT
Fashion & Apparel

40%
Increase in conversion rate from A/B testing.

THE PROJCT

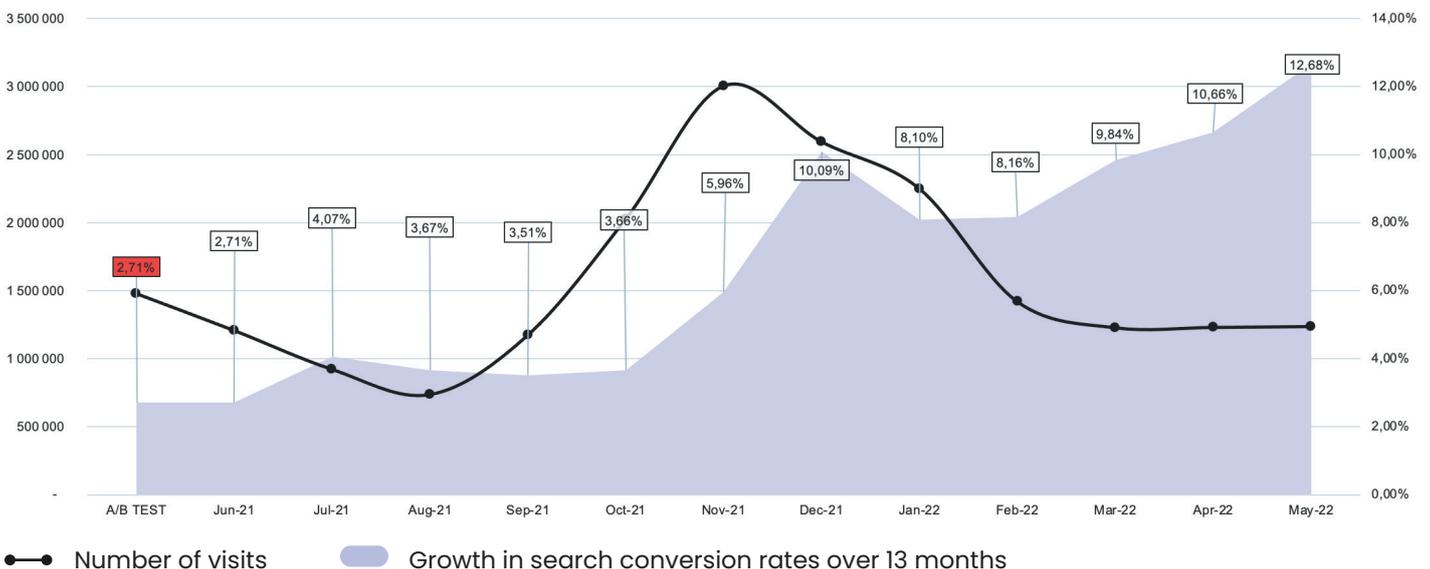
Founded in 1953, Damart is best known for having developed the «Thermolactyl» fabric offering women the freedom to find their own unique style, while ensuring maximum comfort. **The company sells its products through catalogs, e-commerce sites, and a network of over 130 shops across Europe, including 85 in France.**

We had the opportunity to meet Damart at a major e-commerce ecosystem event in London. Sensefuel attended the event with its customers and their guests, including Damart’s decision-makers. A few months and meetings later, Sensefuel’s solution transpired to be an interesting proposition as it addressed issues that Damart’s previous search solution could not resolve.

Historically, Damart’s main sales channel was its catalog. The key challenge for the existing search engine was to display the correct product when a user entered its reference number from the catalog.

Damart was seeking to maintain this approach for its customers, but also to trigger a change of behavior: **allow the consumer to explore the product range on the e-commerce site – using the search engine and typing in a few keywords – and then guide them to the desired product.**

INCREASE IN THE CONVERSION RATE, BASED ON RESEARCH*



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

To achieve this goal, **the company wanted to benefit from AI to ensure the relevance of the results. Damart was impressed by the individualization of results and the fact that each customer is presented with a product matched to their desire to buy.** The Damart representatives were also impressed by the experience offered by the Sensefuel search layer.

An A/B test was set up to confirm the commercial performance that this new model could generate, and it proved to be promising. **After one month of testing, a 40% conversion rate increase proved that Damart customers were adopting the Sensefuel search layer and that it helped them find the products they wanted.** Damart was able to confirm this adoption via strong positive feedback from customer referrals. The solution was then fully adopted and deployed on the Damart site.

After twelve months of using Sensefuel, **Damart's commercial performance has improved significantly due to the new search function and the work conducted on the e-commerce site: an overhaul of the technical platform, an updated brand image, and an optimized product offering.** As a result of these initiatives, the company has been able to improve the overall conversion rate of its e-commerce site and boost the performance of the search engine: there has been a 4.5-fold increase in the conversion rate of the search engine compared to the previous version. **Search engine usage has increased by 26%, converting three times more than browsing alone.**

Following its success in France, the company has started to deploy the Sensefuel search layer on its international websites. Sensefuel's Customer Success team continues to support Damart and its commercial performance via business monitoring and regular meetings.

RESULTS

26%

Increase in usage rate from search.

123%

Increase in conversion rate from search on a mobile phone.

52%

Turnover generated by 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.