

Crate&Barrel

Crate&Barrel specializes in housewares, furniture, and home accessories.

CREATING BETTER EXPERIENCES AND INCREASING SALES BY BRINGING THE STORE EXPERIENCE ONLINE FOR CRATE&BARREL

The Challenge

A DIFFERENT APPROACH DRIVING MORE VALUE

Crate&Barrel developed an incredibly successful merchandizing approach to inspire shoppers in their retail stores. Naturally, a top priority for them was to translate that success to their online channels which required the ability to represent the personality and intrinsic “touch and feel” of products traditionally purchased in person. Second, it was important that it be easy for shoppers to find and connect with products that best suit their personality and aesthetic. After trying various options, Crate&Barrel selected GroupBy’s Enrich.

Since implementing, Crate&Barrel has been able to present online shoppers with a more personalized “store experience”. Shoppers can now browse and refine products more effectively to find the perfect product for them. The result was a 44% increase in conversion rate (CVR), a 128% increase in revenue per visitor (RPV), and 37% increase in average order value (AOV) .

Crate&Barrel Results

↑ **44%**

Conversion Rate

↑ **128%**

Revenue Per Visitor

Compared to the control group

↑ **37%**

Average Order Value

The Solution

BETTER DATA, BETTER EXPERIENCE

The Enrich solution for Crate&Barrel began by expanding the product “vocabulary.” The GroupBy team created new rich product merchandizing data and tagged it to products. These additional product dimensions and “humanized” merchandizing data was then used to fuel the navigation and discovery experiences. The solution allows each shopper to easily build their own navigation by adding and removing product preferences to create the most relevant product selection set for them. The experience allows for near real-time updating of results as shoppers refine their preferences, reducing the wait time for the shopper to see updated and more relevant product options.

The Benefits

SMALL ITERATIONS, BIG IMPACT

The Crate&Barrel and GroupBy teams worked side-by-side with a shared passion of Improving the shopping experience. By closely monitoring layout, design, and merchandizing performance, the teams have been able to quickly identify improvements and new ideas to “test.” The flexibility of the Enrich solution has made it easy to add and update product data and tagging strategies, as well as test new UX elements and preference defaults, continuously improving results. Due to positive initial results, the Crate&Barrel team adopted the solution site-wide.



Groupby Inc. transforms the way businesses interact with their customers online through data-driven commerce software solutions. We help many of the world’s leading online retailers, distributors and manufacturers drive more targeted site traffic, boost order values and increase revenues. Our solutions provide industry-leading features for search, predictive type, data enrichment, navigation, merchandizing, recommendations and CMS.