LEADING US-BASED WHOLESALER ATTRIBUTES 2000% ONLINE REVENUE BOOST TO GROUPBY

Situation

A leading US-based wholesaler needed a modern search solution that would scale with its digital channel growth goals. It was also looking to reduce IT resource costs, since even incremental gains to its KPI metrics required significant IT investment and resources. They determined that the GroupBy eCommerce Suite aligned perfectly with its requirements. They were also impressed by the GroupBy team, who showed a willingness to be a proactive partner in the company's success.

The Solution

The wholesaler opted to invest in the complete GroupBy eCommerce Suite: Search, Filtering, Category Browse Pages, ETL, Data Enrichment, Search Analytics, Recommendations and CMS. GroupBy's Enrich added product details to increase overall findability while advanced machine learning analyzed the complex product catalog and numerous customer actions to continuously improve product recommendations and personalization.

The wholesaler's Senior Director of Digital UX and Product Management commented, "I would say GroupBy brings a fresh perspective that resonates with a modern user and customer experience."

The GroupBy team implemented advanced filtering capabilities, surfacing products that aligned with the company's growing number of programs, such as same-day delivery. The CMS improved SEO and gave the wholesaler a chance to educate and develop deeper customer relationships through blogs.

Analytics enabled continuous improvement and refinement of merchandizing and overall site experience. The GroupBy Customer Success team provides leadership as well as partnership. The Senior Director noted, "GroupBy has a resilient attitude, so they are there to learn with you as your partner, and they keep you updated about not only the good things but the bad things as well." She continued, "Their leadership made the relationship smooth and straightforward. A lot of authenticity and follow through has been added to the interaction."

↑ 67%	↑ 26%	↑ 114%	↓ 73%
Conversion Rate	Click-through Rate	Add-to-Cart Rate	Null Searches

The Results

"In working with GroupBy, we found that we saved significantly in IT costs, were able to reallocate IT resources to higher priority tasks and enable our eCommerce team to quickly and effectively update the site," commented the Senior Director. The enhanced customer experience is proven by significant increases in add-to-cart rate and revenue.

Since implementing GroupBy, the wholesaler has seen an online revenue boost of 2000% and marked improvements in other key eCommerce metrics. Plus, there is a steady stream of fresh ideas as a result of the relationship between both teams.

The Senior Director commented, "I would advise clients to get more engaged, because this is not plug and play and then forget about it. Rather, they should develop a good understanding and engagement to truly start seeing the value

Solution Overview

Search

Filtering

Category Browse Pages

ETL

Data Enrichment

Recommendations *(Search Box, Add to Cart, Checkout)*

Headless CMS

groupby

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.