

sooqr



SITE SEARCH IMPLEMENTATION CASE

ZWEMBADENWEBSHOP & SOOQR

'Our eCommerce conversion rate with Sooqr **increased more than tenfold**'

' **Our eCommerce conversion rate with Sooqr search increased more than tenfold.** Sooqr support is always there, they are very quick!'



Bastin Van Oers
eCommerce director

[Zwembadenwebshop.nl](https://zwembadenwebshop.nl) is an e-shop that specialises in swimming pools and all the products needed for their maintenance. They sell primarily to individual end users interested in adding a swimming pool to their garden, but also to businesses. The company is headquartered in Zevenbergen, the Netherlands.

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Bastin Van Oers

"We really liked Sooqr from the very first steps. The implementation went very smooth thanks to their support team. They also helped us with further optimization when Site search was already up and running.

Now that we know Sooqr we won't let it go, we're also hiring an intern to dedicate even more time to our search optimization!"

+1,100%

***Transactions
leading to
purchase***

+1,700%

***Profitability of Sooqr
search vs. no site search
implemented***

Why Sooqr?

"Before implementing Sooqr we had a ton of irrelevant search results, with **no results from many queries**. Now we can make sense of most of them and show the most relevant ones to our visitors, no matter how they search for a product.

Also, our visitors often couldn't find the right item after searching for it because the product descriptions in our catalogue are pretty long. That completely changed as we started applying **ranking rules** on the products that we know our customers want.

Placing banners is a fantastic source of consistency! They make it easier to align our content with our paid marketing campaigns, and this really shows in our conversion rate.

Overall, the **results really speak for themselves**. We are now motivated to dedicate even more time to our Site search, as we want to optimize more in the low season to get even better results during the high season. **We're even hiring an intern to assure we have someone dedicated to Sooqr optimization!**"

About Sooqr

Sooqr is all about conversion. It provides powerful converting solutions tailored to e-commerce masters. Our conversion suite consists of **Sooqr Site Search** and **Product Recommendations**, and our tool arsenal is expanding. You can manage everything from MySooqr, the conversion cockpit that offers you actionable insights for continuous webshop optimization. We have +1100 satisfied customers worldwide, and our long-lasting experience in searching and matching makes it easier for you to make the right customer discover the right product in your webshop.

Making Conversion Awesome.

If you would like to discover what Sooqr can do for you,
give us a call **+31 887667700** or send us an email
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