

sooqr



**SPEELGOED  
DEBETUWE**

***SITE SEARCH IMPLEMENTATION  
CASE***

**SPEELGOED DE BETUWE  
& SOOQR**

**'With Sooqr our eCommerce conversion  
to purchase went 300%+ up'**

'With Sooqr, **our eCommerce conversion to purchase went up more than 300%**. All the additional features we now have really made the difference'

**Herman Dammers, Owner**

Speelgoed de Betuwe specialises in toys and furniture for playgrounds and recreation grounds. Along with their physical store in Opheusden, they have an established e-shop with a rich catalogue that benefits from the extensive network they have with renowned suppliers of toy brands.

“ *Herman Dammers*

"Like every business owner I wanted to boost our online presence. We were made aware of Sooqr through one of their partners, and **I couldn't be happier to have adopted it.**

We can now make sense of what was not working with our Site search. Sooqr's support is always present, and is really committed to help us optimize even further."

**5x+**

*Lower bounce  
rate*

**6x+**

*Average  
duration on  
page*

**+300%**

*Conversion to  
purchase*

## Why Sooqr?

"We have customers of different nationalities and age, so the first thing was to ensure that the **different wording** that our customers use could really give the results they wanted. With **synonyms and tagging** we quickly fixed it.

Also, what I like about Sooqr is the **extended filters** they offer by default. Within our built-in site search features we couldn't really account for all the filtering possibilities that our huge catalogue requires. Now our shopping journey is more consistent with visitors' expectations. Compared to our default site search, Sooqr is also **super fast** and **mobile-friendly**.

I would say the **results have shown immediately**, just after a few weeks after the adoption. Overall, I score Sooqr a 8-9 out of 10. The whole experience with them has been great, and **the option to have support in Dutch** is a big plus to me!"

## 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  
at [sales@sooqr.com](mailto:sales@sooqr.com)

