

sooqr



 **SPORTTRADER**

OPTIMIZATION CASE



SPORTTRADER & SOOQR
Customer story with: Fitwinkel

'I would really recommend Sooqr to all e-commerce owners. And with additional **optimization the results are incredible**'



Twan van Essen
E-commerce & franchise manager

Fitwinkel is the specialist in fitness and martial arts equipment, sports nutrition, clothing and fitness accessories. It works everyday with a clear goal in mind: achieving a fitter, more vital and healthier lifestyle for both consumers and companies. As a dealer of more than 100 major fitness brands, they match the suitable products with the corresponding nutritive and fitness-related services. They do this on their webshop, as well as at 6 physical franchises spread throughout the Netherlands. Fitwinkel is owned by Sporttrader.

“ *Twan van Essen*
"We've been using Sooqr for a while, with great results. **But with the optimisation service, we brought search conversions to another level.** And now we'll keep the process going also for our Belgian webshop."

After optimization:

+15%

More transactions

+13%

Cart value per session

Why Sooqr?

"We had great results with Sooqr, but **with the optimization sessions we had a greater margin of improvement.** Our visitors can now find more relevant products for each search query, and of course this has shown in the revenue we made. **Promotion rules** and **synonyms** allowed us to offer customers a better journey. We were able to provide answers to their questions, redirect them to a relevant page or provide an alternative to articles they were looking for.

But more importantly, the **education from Sooqr had long-lasting effects:** now we can use Sooqr more effectively, and independently. We are optimizing twice a week to get the most out of the search function. And if a question arises, **Sooqr's support is always there to help!**"

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

