DECATHLON.PL INCREASES SITE SEARCH CONVERSION BY 33%
ABOUT DECATHLON

The World’s Largest Sports Retailer founded in 1976, in France. They have set about making the pleasure and benefit of sports available for everyone across the globe. Today, there are more than 1400 stores in 45 countries.

Decathlon prides itself on providing world class products at extremely affordable prices for all participants, from enthusiastic beginners to passionate professionals.

BEFORE SEARCHNODE: SEARCH ISSUES AND CHALLENGES

The biggest challenge for Decathlon.pl was providing its users with relevant search results that then translated into an enjoyable customer experience and higher conversion rates. Their previous site search engine wasn’t providing them with the results they had expected, particularly with regard to Polish language processing, autocomplete and the logic by which the results were ranked.

This not only created poor and irrelevant search results for users, but also contributed to a less-than-stellar customer reputation as well. Oftentimes, even simple product searches returned irrelevant or no results at all. Searching for terms like “buty damskie”, “rowery dla dzieci” or “unisex plecak” showed unrelated items, while searching products like “rowery dla dzieci” returned nothing because it was named differently within the Decathlon.pl product system -- “rowery dziecięce” instead of “rowery dla dzieci”.

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MAKING A DECISION

In order to create a search that was robust enough to understand language intricacies, Decathlon.pl had two options:

1. Hire a team of full-time developers to build and configure a site search system from scratch or
2. Switch to a solution like SearchNode, that could be optimized for their specific needs as well as provide ongoing guidance and updates.

**SEARCHNODE SOLUTION VS. IN-HOUSE TEAM**

| Site Search Development and Constant Improvements | ✔ | ✔ |
| Infrastructure Maintenance | ✔ |
| Launching With Full Functionality | ✔ in 1 month |
| Search Expert Consulting | ✔ |
| Monthly Expenses | €500-€8,000 |
| 2 or more full-time employees | Done in-house |
| 14 - 20 months | Done in-house |
| €10,000 - €40,000 |

"SearchNode has saved countless hours of time as well as the need to hire additional employees to manage and monitor the search results. There's no need for constant hand-holding -- the AI and machine learning algorithms continue to improve over time and even though the relevancy is very good, it just keeps getting better", says Stanislaw Krolkowski, Project Manager at Decathlon.pl
33+% INCREASE IN SITE SEARCH CONVERSION RATE

RESULTS
Decathlon.pl conducted several split tests. The results were promising, showing an increase in site-search-based conversion rates by 33.83%.

In addition to a marked increase in site-searched-based conversion rates, average order value was 1.14 PLN higher while the average profit per customer session 2.10 PLN higher.
SERVICES PROVIDED BY SEARCHNODE TO IMPROVE DECATHLON’S SITE SEARCH

DEDICATED CUSTOM SOLUTIONS
The SearchNode team worked together with Decathlon.pl to complete a complex .js integration that effortlessly fit into the existing site design and structure. The result after just 3-4 weeks of monitoring and optimizing the integration was a superior customer experience that was both fast and accurate.

At SearchNode, our team proactively identifies areas for improvement within a customer’s given business or industry so that they can enjoy greater conversions and optimized performance. For Decathlon.pl, SearchNode created a custom algorithm that merchandises goods according to various sporting seasons, helping shoppers find precisely what they need, when they need it.

PRO-ACTIVE PROVIDER CONSTANTLY WORKING WITH CUSTOMER’S SEARCH
When bugs are inevitably found, or areas of improvement are decided upon according to the company’s goals and structure, they don’t have to stop any business processes to get it fixed. SearchNode’s team is on the case, looking for and prioritizing fixes so that the client can enjoy superior performance without needing to put things “on hold”. Smaller, lower priority issues like stemming can be fixed within a couple of days, while more urgent, mission-critical bugs can be fixed instantly. It’s like having a dedicated search team on your side, all the time, looking out for your best interests.

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AUTOCOMPLETE HELPS CUSTOMERS FIND WHAT THEY WANT, FASTER

A truly exceptional search experience happens even before the user clicks “Search”. With Autocomplete, the search suggests relevant keywords and best product matches before the user even finishes typing their query.
SEARCH FEATURES THAT DELIVERED A BETTER CUSTOMER EXPERIENCE

NATURAL-LANGUAGE PROCESSING

NLP, together with AI algorithms tailored specifically for the nuances of the Polish language enabled users to conduct searches that were both narrow in scope or broad without the need for manual oversight.

“What initially attracted us to SearchNode was the fact that they could provide natural-language processing with the structure and nuances of the Polish language, particularly in terms of synonyms and matching user searches with products even if they’re under different names or terms.”, says Stanislaw Krolikowski, Project Manager at Decathlon.pl

MERCHANDISED SEARCH RESULTS

After analysing Decathlon.pl’s business rules and users’ site search behavior SearchNode team initiated creating a special merchandising algorithm allowing automatically merchandise according to seasonality. Newly created algorithm highlights specific products or categories according to sports season, sales and promotions.

AUTOCORRECT AND SPELL CHECK

Sophisticated brand names and mobile devices can lead to incorrectly typing in a name. Typos have often incorrectly lead to a lack of results from ecommerce search engine queries.

Fortunately, with SearchNode, Decathlon.pl’s site search employs smart autocorrect and spell check to immediately correct the mistake and find relevant products, returning the user the results they want despite the error.
AI SEARCH ASSISTANT

Imagine having a friendly, courteous helpful assistant to help guide you toward the products you’re looking for. That’s precisely how the AI Search Assistant works. For Decathlon.pl, SearchNode’s helpful AI search assistant proactively offers additional and alternative search options that a customer may be interested in, to increase the chance of a conversion without being overbearing.
SEARCH FEATURES THAT DELIVERED A BETTER CUSTOMER EXPERIENCE

SYNONYMS
All languages have their own synonyms and other nuances. In the past, ecommerce site search engines would have required entire teams to spend time inputting these synonyms, but with SearchNode, this tedious work is now a thing of the past. SearchNode supports many different synonyms across a wide range of languages - giving your customers greater flexibility and freedom in their searches.

CONTEXTUAL FILTERING
By allowing the shopper greater freedom and flexibility to narrow their search and “self-segment” themselves by the features they are looking for, the probability for a conversion grows increasingly higher.

DETAILED ANALYTICS REPORTS
See what is happening with searches on your site with detailed, visual analytics reports. Discover the latest trends, most popular search queries, queries with a low CTR or zero results and other valuable data.

SUPERIOR POLISH LANGUAGE SUPPORT
Because SearchNode is a multilingual company, we developed detailed custom algorithms that support Polish language synonyms, vocabulary, nuances, autocorrect and autocomplete, providing the ultimate in context-based search that intuitively understands the user’s search goals.

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Why SearchNode?

More than just a site search solution, SearchNode is a partner in each merchant’s e-commerce site success, providing ongoing support and performance updates that allow for continuous improvement of the search process.

As a proactive company that is dedicated to search accuracy and performance, SearchNode provides one-on-one consulting with every client to help better understand their business goals and how site search fits into the overall process. This allows us to deliver a solution with unparalleled accuracy, precision and quality.

“I see conversion results across the board -- improvements in revenue and an increase in the likelihood of visitors to use the search. They see that it has been improved and they’re using it more frequently now rather than trying to search through products manually.”

Stanislaw Krolikowski
Project Manager at Decathlon.pl

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