

Case Study: LSE Retail

At Klevu, we help ecommerce teams thrive. Klevu's Smart Category Merchandising provides merchants with well balanced automation and control.

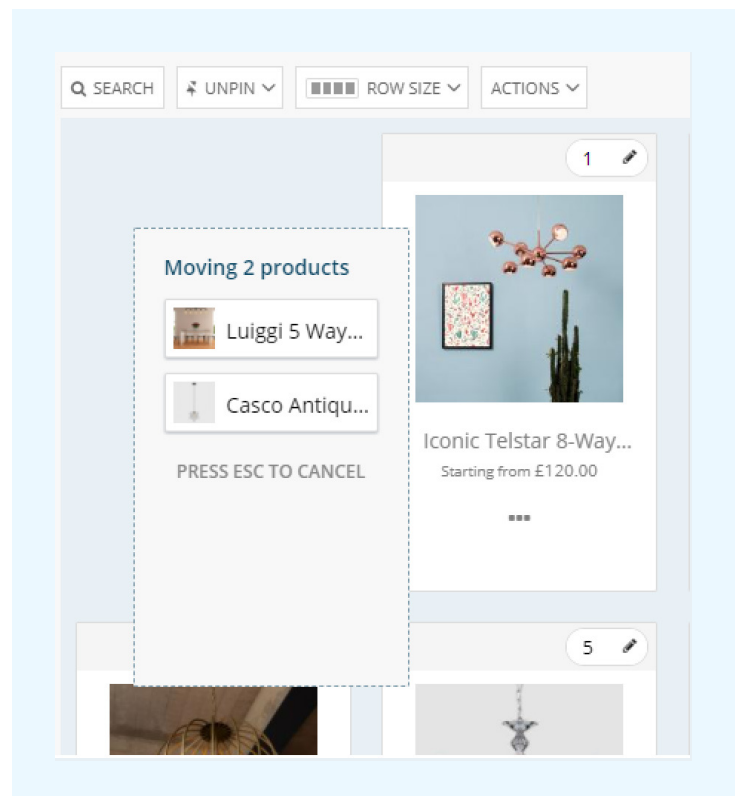
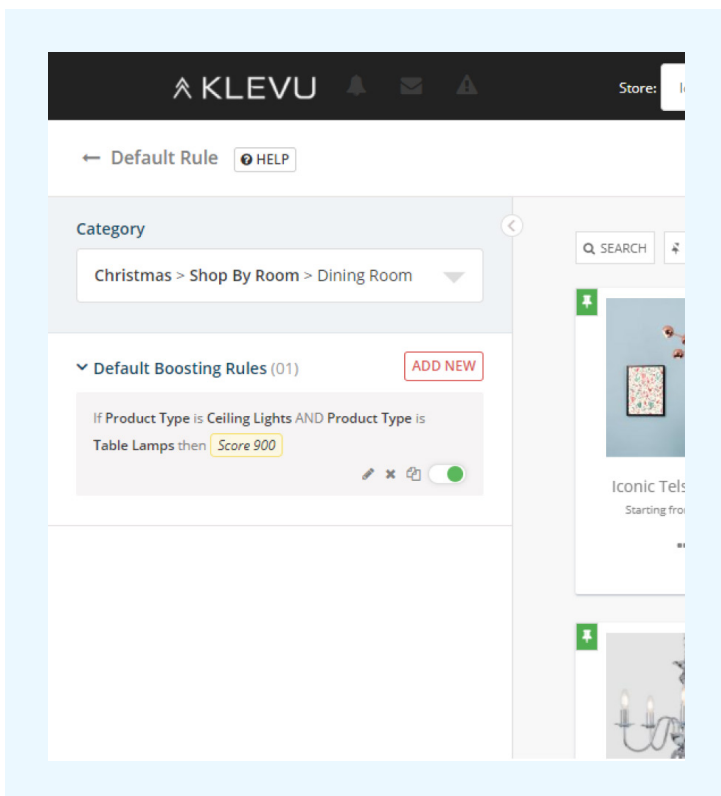
“We’ve been enjoying using the category insights to inform our paid marketing strategy, which has been delivering fabulous results. Pulling data from Klevu’s analytics is so much faster than getting it from Google Analytics.”

- Ecommerce team, LSE Retail

LSE Retail team found that manual merchandising was taking up a lot of time and the team were unable to keep up with re-merchandising for trends and campaigns. Having used Klevu's Smart On-site Search, the merchant was already familiar with the instant uplift Klevu magic can bring. LSE Retail wanted to:

- Maximise the efforts of their small team - be able to easily and quickly react
- Automate merchandising yet keep strategic control
- Produce scalable and repeatable success
- Make it easier for customers to find products promoted through paid media and PR

Klevu helped LSE provide a relevant product discovery experience for customers. Klevu's Smart Category Merchandising slotted right into daily and weekly analysis and enabled the team to quickly and easily change tack. For example, quickly boosting sale items prior to Christmas, and then flip the switch to boost new items just after.



15% Increase in sitewide eCommerce conversion rate

5% Decreased category bounce rate

15% increase value of category pages

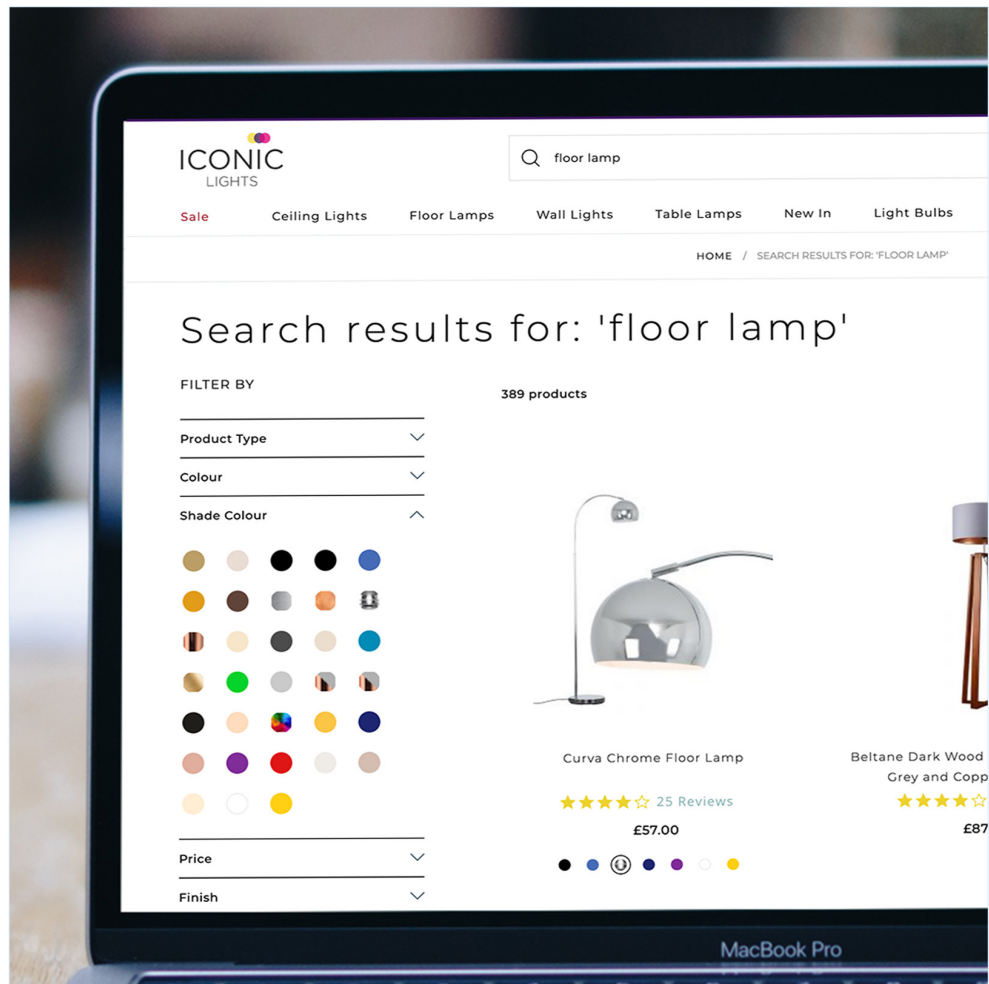
6% increase sitewide transactions from category pages

30x ROI gained from investment in Klevu Smart Category Navigation - talk about scalable!

Smart Category Merchandising is a holistic tool that magically combines rich insights from site-wide search, navigation, purchases and the customer’s current session with strategic business goals. The results? A hyper-relevant discovery experience for customers and a nice boost in performance for ecommerce websites.

“We are thrilled to have a merchandising solution in place that really works, and is easy for us to manage. I love watching the ‘all items’ category on the website change in real-time in line with the products trending and popular with customers!”

- Ecommerce team, LSE Retail



For more information about On-Site Search or Smart Category Navigation, please [schedule a demo](#).