



C A S E S T U D Y



THE CLIENT | **Costumes.com.au**

Costumes.com.au sells costumes and accessories both online and via wholesale (including shoes, hats, wigs, party supplies and more) and boasts an impressive catalog of over 10,000 SKU's. This makes Costumes.com.au one of the largest costume catalogs in Australia!

Costumes.com.au is based on the Magento platform and has been successfully enjoying the Celebros conversion technologies for over a year.

The Business Problem

Costumes.com.au shoppers were receiving a large amount of irrelevant search results for their fairly simple search queries. Costumes.com.au was using the SOLR search integration as an upgrade to the “out of box” Magento search solution. The SOLR Site Search was providing users with sub-optimal results which were immediately noticed by loss of conversions, site abandonment and an increase of calls to the sales and customer service lines by customers and users who needed help finding a product they couldn't locate using the built in Site Search.



The Solution

Costumes.com.au realized they needed to immediately address their poor search results, change course and provide their users and clients with correct and relevant results and stop the site abandonment rates; so the quest to provide an alternative and reliable Site Search replacement to their Magento SOLR search solution began. Simply providing users with “good results” wouldn't pass muster; Costumes.com.au needed to ensure that their clients and users alike receive the absolute best user experience possible from their search and it was decided to partner with a Site Search company that understands Magento, but more importantly, a Site Search partner that could competently deal with various dialects of English, use of synonyms and complex search queries that are being used on the site every day. After diligent research, Costumes.com.au chose Celebros Conversion Technologies as their Site Search partner.

The installation and set-up was straightforward, the developers have always been willing to assist with questions, improvements and modifications based on our requirements, and our search revenue has increased by over 140% and our Site Search conversion rates rocketed by 80% in just under three months and we haven't even started customizing the search results or using the merchandising features yet. This is a true Site Search alternative and should be used by any merchant who takes business seriously and lives by providing their customers with the best shopping/user experience possible! Thanks for a great product guys!

Nathan Huppatz
Co-founder at Costumes.com.au

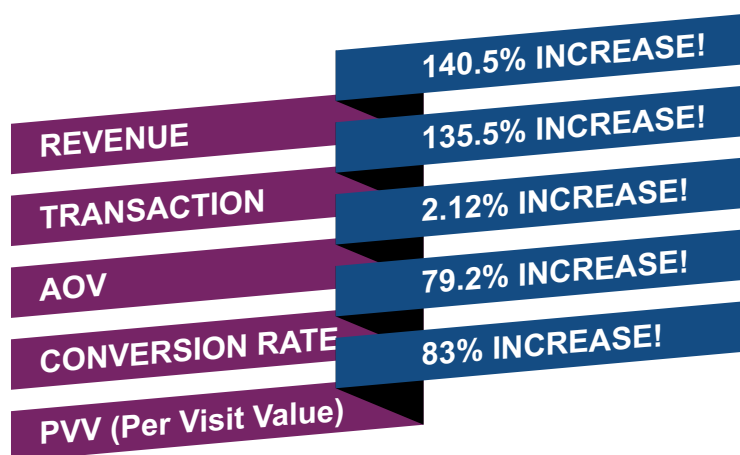


The Results are in Numbers don't lie!

Costumes.com.au officially switched over to the Celebros Site Search for Magento from SOLR on November 1, 2013 and it didn't take long for the ROI's to show up and the results were clear and immediate. Costumes.com.au reported the following analytics:

NOVEMBER 1, 2013 – JANUARY 31, 2014 (CELEBROS)

VS NOVEMBER 1, 2012 – JANUARY 31, 2013 (SOLR)



About Celebros Magento's Premier Site Search Partner

Celebros, an industry leader in Concept Based Semantic Site Search, Magento's premier Site Search partner and the only technology partner of Magento to have both its code and extensions reviewed and approved by the rigorous Magento ECG group.

Founded in 2000, Celebros revolutionized e-commerce by creating intelligent, concept-based semantic site-search for online stores. The Celebros Site Search has over 250 NLP (Natural Language Processing) algorithms that return the most accurate and relevant answers for each and every query and directly empowers ecommerce website visitors to search for their product using their very own unique search queries, language and vernacular.