



CASE STUDY

THE CLIENT **godfreys.com.au**

The Godfreys Group has grown to almost 200 stores across Australia and New Zealand, making it the largest vacuum cleaner retailer in the world.

Godfreys have sold millions of vacuum cleaners and continue to lead the market through continuous innovation and good old-fashioned hard work.

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



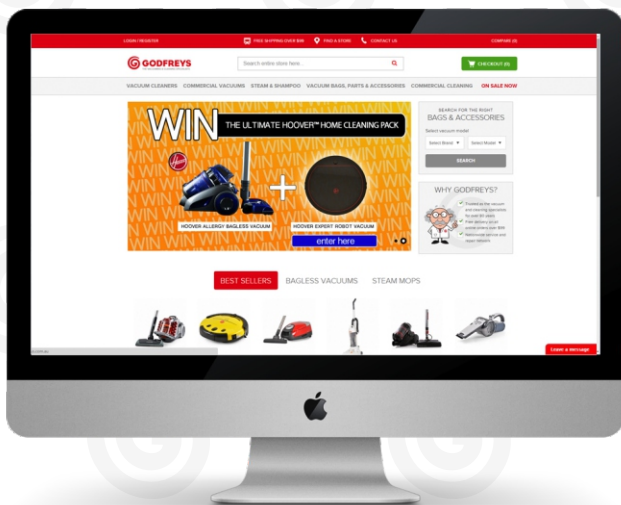
The Challenge

Dramatically increase revenues, number of transactions, average order value, and conversion rate

The Solution

Integrating the Celebros Conversion package:

- Semantic site search with Auto Complete
- Merchandizing engine and dynamic filters
- Machine learning

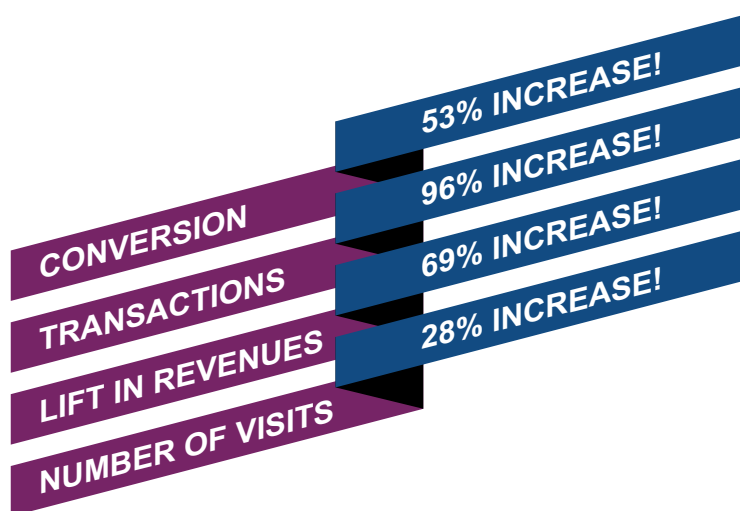


“ I am very happy with the performance of Celebros and plan to make the search box significantly more prominent on our site. I’m also looking forward having Celebros up and running on our other sites as well. ”

Steve Ramsay
Ecommerce Manager, Godfreys.com.au

The Results are in Numbers don't lie!

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



* The data refers to visits with site search from Q1/2014 compared to Q1/2013

Site-Search for Magento

The Semantic Site Search for Magento understands a shopper's intent and returns relevant and accurate results every time – on the first page. This means increased Conversion Rates and revenue for online stores.

Multi Select Navigation

Make your Magento store navigation even more flexible and user-friendly by enabling customers to select multiple values or attributes of the same search while receiving the fastest results.

Auto Complete

Auto complete completes your customer's sentences as they type, returning accurate results instantly, with lightning fast speed. Most popular products are matched to the most popular queries.

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.

Learn more about boosting the conversions on your site: www.celebros.com sales@celebros.com

AMERICAS
1-888-445-3266

UNITED KINGDOM
0870-366-4462

FRANCE
1-49-19-2295

GERMANY
0-89-97007 296

AUSTRALIA
0280.155.127