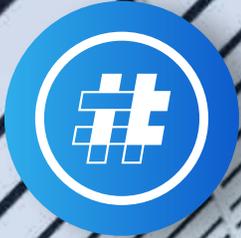


**SYNCIT
GROUP**

Athena Search Case Study Fashion & Friends



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1

The Importance of Search Functionality

Digitize or die - a modern imperative for retailers. If you are not online, your business might go offline.

However, online presence means close to nothing without a powerful Search.

Bearing this in mind, Syncit Group has created Athena Search, an advanced search platform built to boost eCommerce stores.

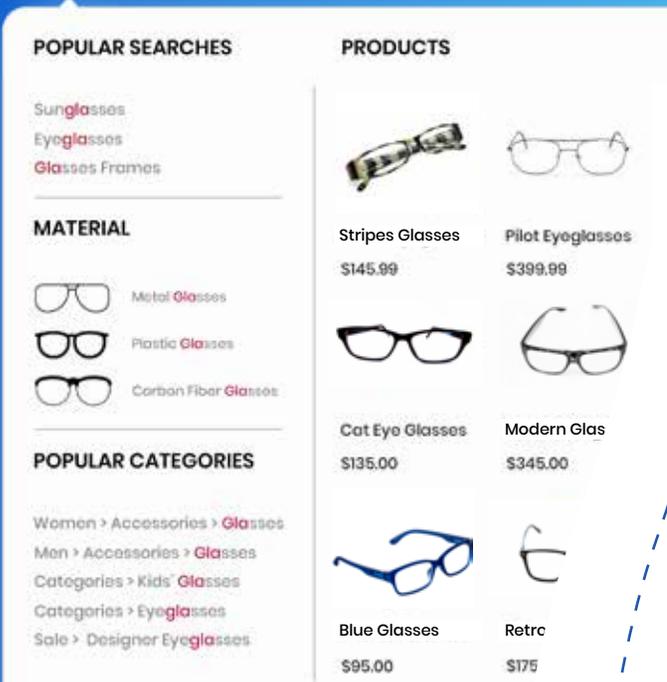
Some of our clients are already using Athena's technology, and it is safe to say that they are more than satisfied with the results.

Since we do not take words as relevant, only numbers, we have decided to conduct a case study and show what a great Search can do for an online business.



Athena Search

Gla



POPULAR SEARCHES

- Sunglasses
- Eyeglasses
- Glasses Frames

MATERIAL

- Metal Glasses
- Plastic Glasses
- Carbon Fiber Glasses

POPULAR CATEGORIES

- Women > Accessories > Glasses
- Men > Accessories > Glasses
- Categories > Kids Glasses
- Categories > Eyeglasses
- Sale > Designer Eyeglasses

PRODUCTS

 Stripes Glasses \$145.99	 Pilot Eyeglasses \$399.99
 Cat Eye Glasses \$135.00	 Modern Glas \$345.00
 Blue Glasses \$95.00	 Retrc \$175

Athena Search is a custom dashboard platform built on Laravel. This eCommerce platform offers total control of your online business. It is fully developed and customized by the Syncit Group Web development team. Its main features are rich autocomplete, search personalization, detailed dashboard analytics, Magento 2 Integration, WordPress/WooCommerce Integration, and many more.

The benefits of using our advanced search platform:

- Higher conversion rates
- Increased profits
- Fast indexing
- Real-time reports
- Simple integration
- Relative, fast, and accurate search results

Athena Search





3

FASHION & FRIENDS

Fashion & Friends

Fashion & Friends is the leading fashion multi-brand concept store in Southeastern Europe founded in 2007. The company collaborates with renowned global brands such as Replay, Diesel, Levi's, Tommy Hilfiger, Guess, Timberland, Liu Jo, and many more. Syncit Group Web team has developed a highly customizable B2C multi-site on the Magento Commerce platform for F&F with a vast variety of functionalities that provide the best user experience.



Client's Words

"In times when you usually have to choose between quality and price, consumer experience expectations and internal resources, Athena is a solution with no compromise. It is a breakthrough in our tryouts to please our consumers. It also saved our internal resources, made us proud to have it. It is by far our best online tool. Athena helped us create additional value that brought us back to e-comm and made an even greater impact allowing us to be more open to new ideas. It made us competitive. Thanks, Syncit."



Jordan Džaković
Commercial Director
Fashion Company, Serbia





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Case Study

For online retailers, the key performance indicators vary based on the time of the year. For example, December often offers more promotions than any other month of the year, but September is characterized by a Summer Sale rush.

In order to keep the case study relevant in the first place, we used the same time period in 2019 and 2020 for comparison, having in mind that in 2019 Fashion&Friends have not yet implemented our Athena Search. We used the time period from February 5 to April 5.

Let's see what happened to the search performances by comparing these two periods. Data presented in the case study were obtained using Google Analytics.



Sessions

Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

As you can see, the visits with the site search are not following the pattern of increasing the number of visits of the rest of the site (visits without the site search) but have been increased by an amazing rate.

Visits without the site search



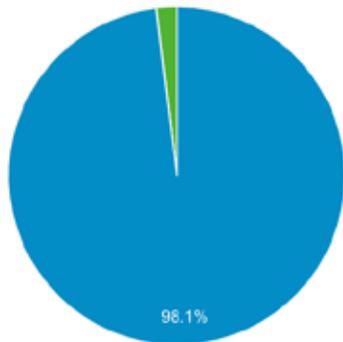
40.25%

Visits with the site search

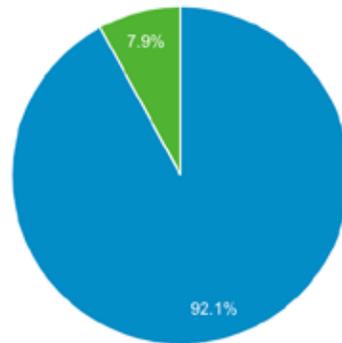


512.70%^{①②}

Feb 5, 2019 - Apr 5, 2019



Feb 5, 2020 - Apr 5, 2020



■ % of sessions that included search queries
 ■ % of sessions that did not include search queries

One of the many amazing possibilities of Athena Search is that it allows you to pin the products you want to show first. Due to this outstanding functionality, you can promote the products that are less likely to be explored and keep the customers longer on your website. But, let's take a look at the numbers closely.

In 2019, 1.93% of the sessions included search queries.^{①③}

But in 2020, 7.93% of the sessions included search queries.^{①③}

1. Possible high traffic and increased number of sessions had an influence only on having more precise results and not on the results themselves.

2. The data shown here represent a comparison of Search usage in the two stated periods shown in percentage.

3. Search usage represents a comparison between the website usage (Visits without the site search) and the Search usage (Visits with the site search), shown in percentage.

Revenue

The total revenue from web eCommerce or in-app transactions. Depending on your implementation, this can include tax and shipping.

The “Visits with the site search” revenue has increased rapidly to an absolutely amazing level. It is not following the revenue from the rest of the site but it is increased mostly because of the advanced technology of our search platform. This growth follows the logic and trend we have on other clients’ websites, such as Rainier Arms, where we have about 50% of Revenue through our Search platform.

Visits without the site search



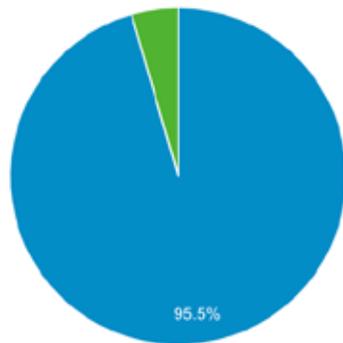
212.42%

Visits with the site search

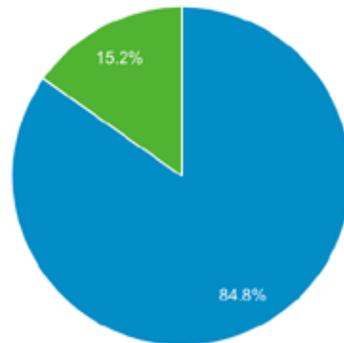


1,097.94%^{①②}

Feb 5, 2019 - Apr 5, 2019



Feb 5, 2020 - Apr 5, 2020



■ % of visits with the site search in revenue
 ■ % of visits without the site search in revenue

Speaking of the exact values shown for the visits with the site search, it is worth noticing the difference between 2019 and 2020.

In 2019, visits with the site search resulted in 4.48% of the revenue.^{①③}

In 2020, visits with the site search resulted in 15.24% of the revenue.^{①③}

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Transactions

Transactions are the total number of completed purchases on your site.

The numbers speak for themselves! **Visits with the site search (2020) ending with the transaction have been increased by almost 9 times, compared to the visits with the site search back in 2019 and increased more than 5 times than visits from the rest of the site in 2020.**

Visits without the site search



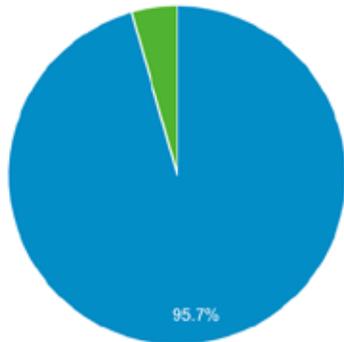
166.03%

Visits with the site search

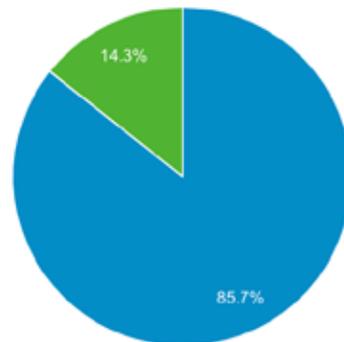


878.89%^{① ②}

Feb 5, 2019 - Apr 5, 2019



Feb 5, 2020 - Apr 5, 2020



Let's get deeper into the numbers:

In 2019, visits with the site search resulted in 4.35% of the transactions.^{① ③}

In 2020, visits with the site search resulted in 14.33% of the transactions.^{① ③}

- % of visits with the site search in total transactions
- % of visits without the site search in total transactions

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New Users

The number of first-time users during the selected date range.

With the very first click on the search field, without even typing a word, the user sees multiple products and categories in the drop-down list. With this functionality that Athena Search offers, customers prefer to use Search while navigating through the website.

Visits without the site search



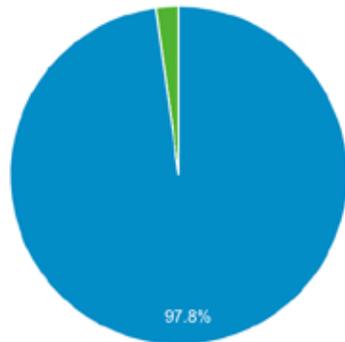
16.90%

Visits with the site search

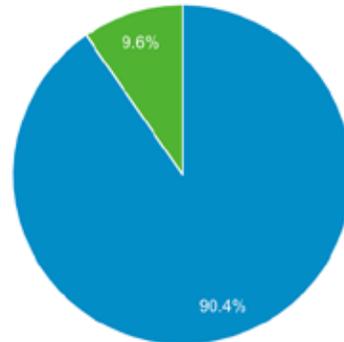


460.14%^{① ②}

Feb 5, 2019 - Apr 5, 2019



Feb 5, 2020 - Apr 5, 2020



■ % of new users that have used a search platform
■ % of new users that have not used a search platform

When you compare the increased number of new users in 2020 who were visiting the site without the site search to the increased the number of new users visiting the site with the site search, the numbers show a huge advantage in favor of Athena Search:

In 2019, only 2.17% of new users have used a search platform.^{① ③}

In 2020, 9.63% of new users have used a search platform.^{① ③}

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Total Unique Searches

The number of times people search the site. Duplicate searches within a single visit are excluded.

The better the search engine, the more search queries. **People keep searching instead of navigating through the website as they find it more convenient, which is just one of the many benefits of Athena's advanced technology.**



486.62%

^{① ② ③}

Average Session Duration

The average length of a Session that includes visits only with the site search.

Longer sessions indicate that users are more engaged, therefore they are more likely to browse and buy more products. Yet another benefit of implementing Athena Search.



4.74%

^{① ② ③}

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Results Page Views / Search

An average number of times visitors viewed a search results page after performing a search.

The lower, the better: Bearing in mind that visiting the Search results page presents one additional click the user needs to perform in order to get to the product they need, our Athena Search enables them to go directly to the product page, straight from the Search Autocomplete dropdown.

The rate of decrease shows that Athena Search has done its job successfully.



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Contact Us

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Should you be interested in improving your web store's overall performance and increase your profits, feel free to schedule an online meeting. We will be glad to present Athena Search to you in great detail.

[Visit Our Website](#)

office@syncitgroup.com

