SYNCIT GROUP

Athena Search Case Study
Rainier Arms

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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

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
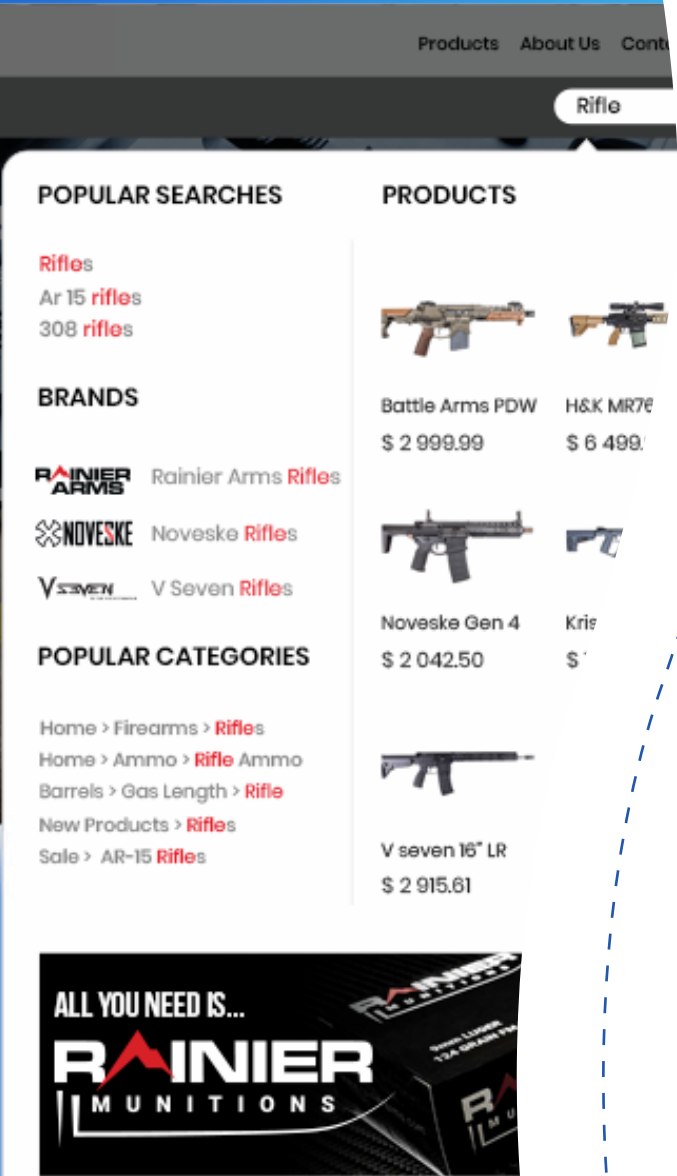
Rainier Arms

Rainier Arms, the US-based company, is one of the top eCommerce websites for firearms trading. We are proud to present the project we built from scratch on the Magento 2 platform. It is important to note that our company has worked on every single aspect of the project, starting with the initial UI design, frontend development, backend development, and on the server setup itself. We have developed more than 30 custom extensions in order to accommodate the needs of the website. From the server setup of the Linux machines, database separation, and load balancing between multiple Web servers, we have managed to create a page DOM load time under one second.

Before Rainier Arms decided to implement our Athena Search, they had been using Nextopia as the search platform on their website.

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Client's Words

"Anyone who has experience using Magento understands the weak search features built into the powerful shopping cart. We used a secondary search plugin called Nextopia which was far superior to the original search that was built into Magento. When Ivan from Syncit Group told us his team was working on a better solution utilizing AI technology, I was intrigued because I knew about their expertise. Also, from years of dealing with Syncit Group, I've developed a level of trust because they know what they are doing. Switching over was seamless as Ivan's team handled everything and you wouldn't know anything was changed even if you were paying attention. But the results speak for themselves. The reporting shows exactly what customers are searching for, and the sales reporting tool has been fantastic. On top of having a better experience, it costs less than Nextopia. Athena search has been one of the best decisions we've made."

John Hwang
CEO/Founder
Rainier Arms LLC, USA

5 Case Study

One of the top guidelines for conducting good research is to choose wisely and carefully the time range that is to be compared since the key performance indicators often vary for most companies based on the time of the year. If the time range is not chosen properly, the results may not be relevant. This is why we have decided to take every single key factor into account, to make sure that the research results are valid and reliable.

Bearing in mind all the factors that might affect the results, our team has defined the time range from January 17 to April 9, 2019 (with Nextopia search engine on Rainier Arms website) and compared these results with the ones from January 17 to April 9, 2020.

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

% New Sessions

An estimated percentage of first-time visits with the site search.

The number of new sessions that included site search has been increased by 7.38% with Athena Search.

Jan 17, 2019 - Apr 9, 2019

38.61% [1][3]

Jan 17, 2020 - Apr 9, 2020

41.46% [1][3]

6.18% [1][2]

New Users

The number of first-time visitors who have been using the site search during the selected date range.

The number of first-time visitors has been increased with Athena Search. 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.

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.

Bounce Rate

The percentage of single-page sessions with the site search during which there was no interaction with the page. A bounced session has a duration of 0 seconds.

The bounce rate has been decreased by 21.92% with Athena Search. The more users are satisfied with the Search and Autocomplete functionalities, the less the bounce rate is. They continue to search, explore and buy, without leaving the website. Athena Search brought this benefit to the Rainier Arms website.

Jan 17, 2019 - Apr 9, 2019

16.44% [1][3]

Jan 17, 2020 - Apr 9, 2020

12.85% [1][3]

13.09% [1][2]

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, compared to the visits with the site search back in 2019.**

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Revenue

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

Visits with the site search account for 47.59% of total revenue in 2020. From this number, you can see the importance of the Advanced Search platform. [1][3]

In 2020, the revenue gathered through the site search increased rapidly to an absolutely amazing level mostly because of the advanced technology of Athena Search.

32.16% [1][2]

14.37% [1][2]

Ecommerce Conversion Rate

The percentage of sessions with the site search that resulted in an eCommerce transaction.

The most important KPI for an online business is certainly eCommerce Conversion Rate and it has been increased with our Athena Search.

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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.

Compared with the results from 2019, with Nextopia Search, in 2020, the average session duration that includes visits with the site search has been increased.

On the other hand, an average session duration **without the site search** has **decreased by 8.05%**, which indicates that customers prefer to use the Search engine rather than to simply browse.[1][3]

5.49% [1][2]

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Contact Us

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

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