



**Nordic fashion retailer Bubbleroom** uses Loop54 integrated e-commerce technology to power its mobile search and transform its customer experience

A woman with dark hair tied in a bun, wearing a white blouse with a dark leaf pattern and blue jeans, is looking at a red long-sleeved shirt hanging on a white hanger. The shirt has a white tag attached. In the background, there are other clothes hanging on racks, including a patterned jacket and a striped shirt. The setting appears to be a clothing store with wooden paneling.

## About Bubbleroom

Bubbleroom, a Swedish women's fashion brand, was founded in 2005 and acquired by Consortio Fashion Group (CFG) in 2008. In recent years, the company has expanded, with four physical stores in the Swedish market, and, together with CFG, launched a wholesale department as part of an objective to meet the customer in all relevant sales channels. Today, in addition to its primary online sales and in-house stores, Bubbleroom sells its proprietary brands and collections to over 50 external stores. Bubbleroom is also active online in the other Nordic markets and sells to more than 30 countries through its international online store.

## Case background

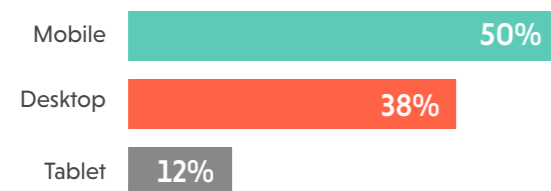
3 years prior to engaging Loop54, Bubbleroom welcomed a new CEO – Ville Kangasmuukko. Before joining Bubbleroom, Ville spent 10 years at H&M focusing on Business Development. He had been responsible for the online expansion of Cheap Monday, Monki, COS, Weekday and Other Stories. Beyond his experience, Ville brought Bubbleroom a vision of how new, smaller retailers should grow their online business. His modern strategy included building a flexible e-commerce technology stack, leveraging new and growing channels, and using data to form a deeper understanding of customers.

Some of the many projects Ville believed had potential to drive new revenue and improve profitability were: social media marketing, User Generated Content (UGC) and, most importantly, mobile commerce (m-commerce).

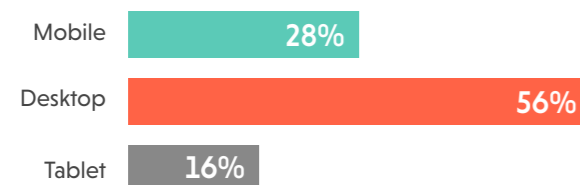
## The opportunity

Before implementing Loop54, 50% of Bubbleroom's traffic was coming via mobile but the proportion of online revenue was far less – 28%.

### TRAFFIC

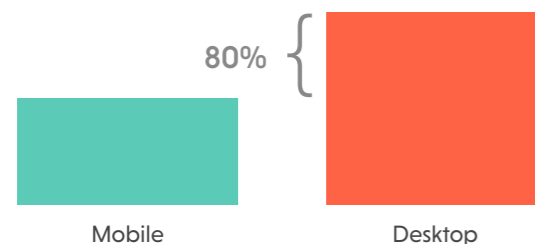


### REVENUE



Moreover, the conversion rate on desktop was close to 80% higher than on mobile. Although Bubbleroom expected a discrepancy between the two channels – with most shoppers still more comfortable purchasing on desktop – they anticipated an opportunity to close this gap.

### CONVERSION RATE

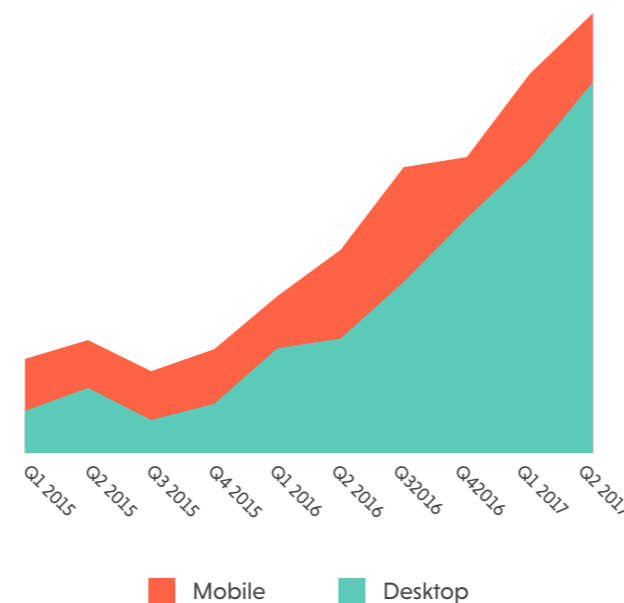


## Why m-commerce?

The decision to invest more heavily in m-commerce was driven by: 1) a desire to improve key performance indicators, and 2) to leverage the success they were having with social media marketing and user generated content.

The latter driver offered a unique opportunity, since most social interactions happen on a mobile device.

### SOCIAL TRAFFIC



## Why mobile site-search?

Many of the things that have held m-commerce back over the years, namely limited screen real estate, network latency and impatient shoppers, are the same as those that put on-site product search at the forefront of the m-commerce experience.

The mobile shopper expects retailers to offer convenience and remove pain-points. They expect short, effective content that can be quickly and easily consumed. And these expectations are growing ever more sophisticated.

Good product search can meet their expectations.

Within just a few keystrokes, or upon a voice command, site-search can deliver a relevant and personalised list of products, significantly shortening the path to purchase. Those search results can even reflect the unique context of the user – considering time and location – as well as meeting their intent, regardless of the taxonomy used or the spelling mistakes that are so common when typing on small keyboards.





*"We have a wide assortment of products and limited screen real estate for browsing. We wanted to take a **Netflix-like approach** and use search and recommendations to surface relevant and personalised content as fast as possible."*

**Ville Kangasmuukko**, CEO of Bubbleroom



## The challenge

Bubbleroom faced two major challenges at the onset of their m-commerce project:

The first was that a small in-house tech team had built a lot of their e-commerce functionality.

Despite having a great local e-commerce platform provider, Carismar, which gave the service level, flexibility and speed Bubbleroom needed, a lot of the functionality was not meeting expectations. And maintaining these services added unnecessary work for the development team and ate into time that could be spent more wisely.

The second challenge was the breadth of their product assortment. Bubbleroom carries approximately 65 thousand products from over 50 different brands.

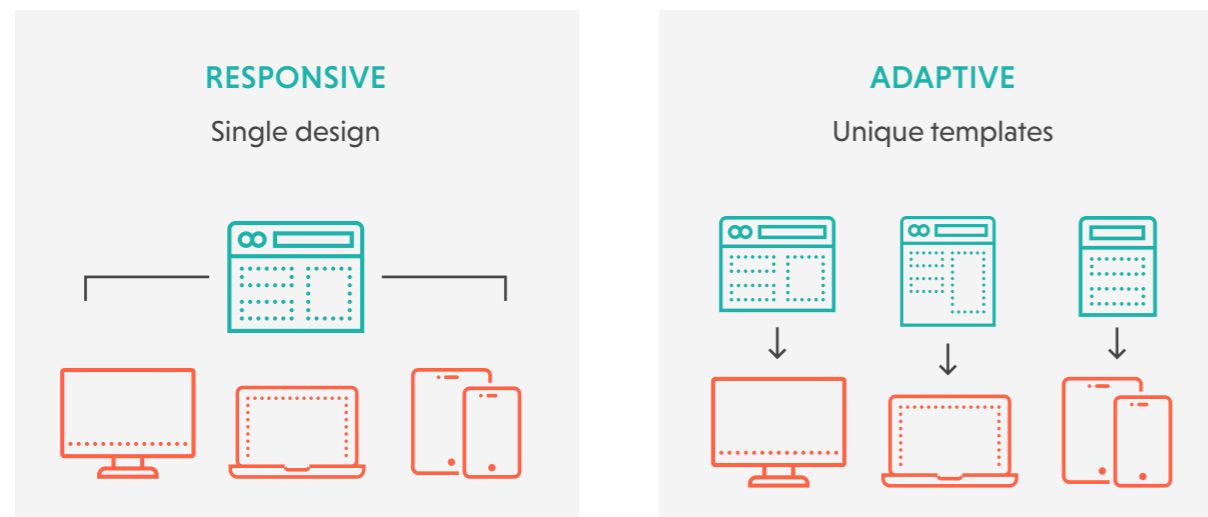
The sheer volume and variety posed a unique challenge for mobile commerce – where small screens, network latency and an “on-the-go” shopper demand more relevant consumer experiences than ever before.

## The solution

Once the m-commerce project was given the green light, the first critical decision Bubbleroom needed to make was which type of solution to pursue.

Should they build a mobile app, an adaptive website or a responsive site?

They ultimately chose to build an adaptive website, which went live January 2017. Their next major decision was to pick the right integrated services – particularly for on-site product search and product recommendations.



"We used to build everything in-house, but we did it without the tech resources of a big retailer. Going forward **we needed to be a modern retailer** that could quickly **adopt and integrate the best-of-breed tools** available and minimize our development costs. We see this as one of the primary ways we will stay competitive."

Ville Kangasmuukko, CEO of Bubbleroom

## Choosing Loop54

When it came to choosing a third-party product search engine, Bubbleroom had three main criteria for evaluating vendors:

1. The search experience
2. The ease of implementation and maintenance
3. The price

After evaluating a range of possible solutions, Bubbleroom chose Loop54 as their product search engine. Their decision was based on the following strengths of the Loop54 platform:

- **Automation:** Loop54 uses machine learning to offer great search with zero manual work.
- **Personalisation:** Every individual customer saw the products they wanted, giving a much better customer experience.
- **Ease of integration:** No need to adapt product data or the format it was given in – Loop54 could work with everything.
- **Competitive price and value for money**
- **Friendly and supportive team**



## The results

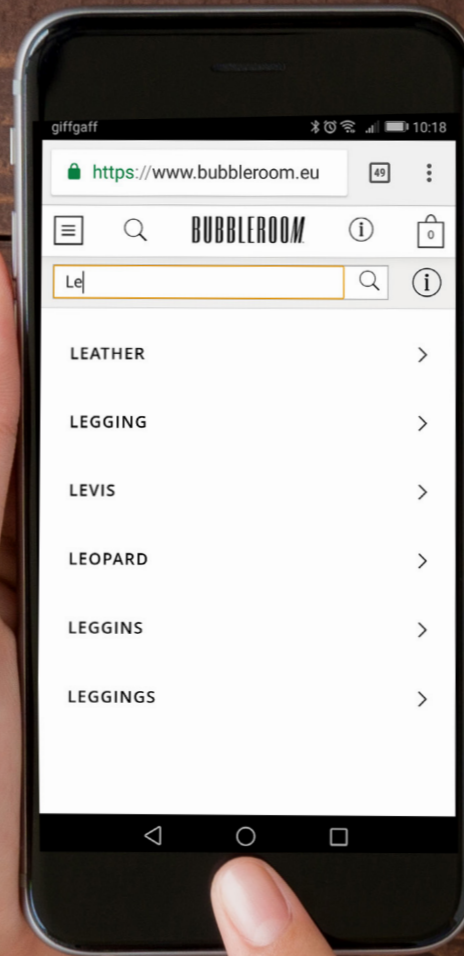
Using Loop54, mobile visits with site-search now account for 22% mobile revenue, despite representing only 13% of mobile visitors.

Furthermore, for mobile visits with search specifically, the conversion rate increased 18% (with mobile site-search conversion rates surpassing desktop), AOV increased 11%, and per-session value increased 17%.

Additionally, personalised site-search alone increased conversion rates from search by an additional 5% (9% for the top 10 queries). And a recent A/B test of Loop54's predictive personalisation showed that it alone would add another 10% increase to search conversion rates.

Today, a mobile visitor is 82% more likely to convert if they use site-search than if they don't and will spend 6% more than a mobile visitor who doesn't use site-search.

**+97%**  
mobile revenue



**+12%**  
mobile conversion rate

## Closing the channel gap

The proportion of revenue from mobile has more than doubled (from 30% to 64%) and is now closer to the proportion of traffic coming from desktop – at 60-65% for both. A visitor is now 76% more likely to use the mobile site than the desktop site.

More recently, with the launch of the adaptive site and integration of Loop54 and Rich Relevance, conversion rates on mobile increased 12%, AOV increased 9%, per-session value increased 24%, and revenue increased 97%. And the gap between conversion rates on desktop and mobile has shrunk to 45% (i.e. 45% more likely to convert on desktop than mobile).

The improvements in mobile also had a spill-over effect on desktop, with desktop conversion rates increasing 21%.



*"When we started this project, it was obvious to us product search was going to be a key component of our success. **Loop54 has really delivered on our expectations** and helped us achieve our goals."*

Ville Kangasmuukko, CEO of Bubbleroom

## Loop54 offers true personalised on-site product search.

Shoppers expect the same level of relevance and personalisation online as they experience in-store. Powered by Machine Learning and built exclusively for e-commerce, Loop54 delivers that exceptional online shopping experience.

- **Automated:** Automatically learns words and merchandises search and category listing
- **Relevant:** Interprets search intent to deliver truly relevant results
- **Personalised:** Sorts results according to popularity and personal taste

Bubbleroom are just one of the clients we've helped transform conversion rate through exceptional search. Book a demo to see what we could do for you.

SEE WHAT LOOP54 CAN DO

[www.loop54.com](http://www.loop54.com)

