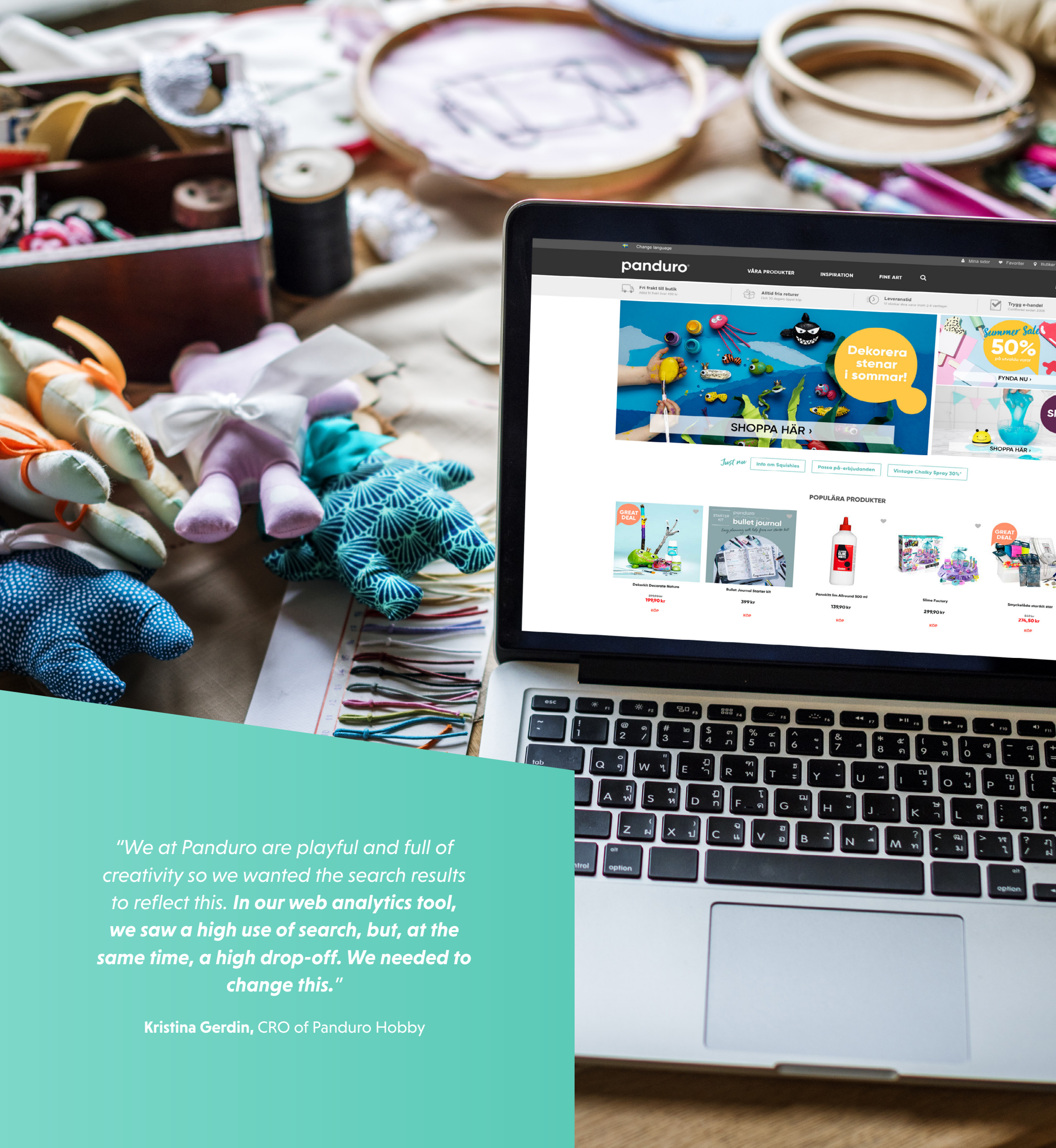




**Panduro** uses Loop54's expertise and insight to improve on-site user experience and increase revenue from search visits.





## Background

Panduro is a Swedish **arts and crafts retailer**, employing around 850 people, with 114 stores in six countries. Established in the mid-1950s, the company has now become the market leader in hobby materials in Europe, with a product range spanning roughly 19,500 articles.

## Challenges

Panduro needed a website that more clearly reflected the playfulness and creativity of its products.

What's more, the retailer had positioned a lot of its content in the *Inspiration* section of the website – product ideas and suggestions intended to stimulate visitor purchases. The team wished to increase engagement with this content and, more generally, encourage visitors to explore the website more extensively by making several searches.

*"We at Panduro are playful and full of creativity so we wanted the search results to reflect this. In our web analytics tool, we saw a high use of search, but, at the same time, a high drop-off. We needed to change this."*

Kristina Gerdin, CRO of Panduro Hobby



# Recommendations

Panduro needed to completely revamp its on-site product search and chose Loop54 to assist with this transformation. Our role wasn't to implement developmental changes to the website – instead it was to act in an advisory capacity, and the principles outlined in the Loop54 [UX Search and Navigation Design Guide](#) formed the basis of our five recommendations.

1. Search Bar:

Show the search bar at all times and don't "grey out" the background when a visitor clicks the search box.

2. Autocomplete:

Add facets to autocomplete (scoped autocomplete).

3. Filters:

Show the filters instead of having them hidden behind a "show filters".

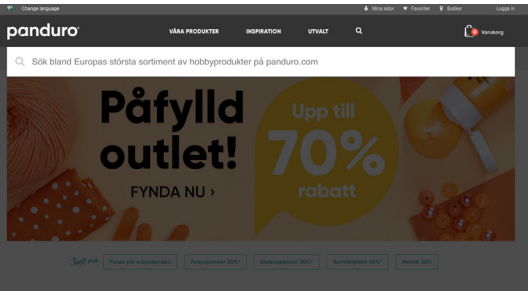
4. Inspirational Content:

Make the inspirational content searchable together with the products.

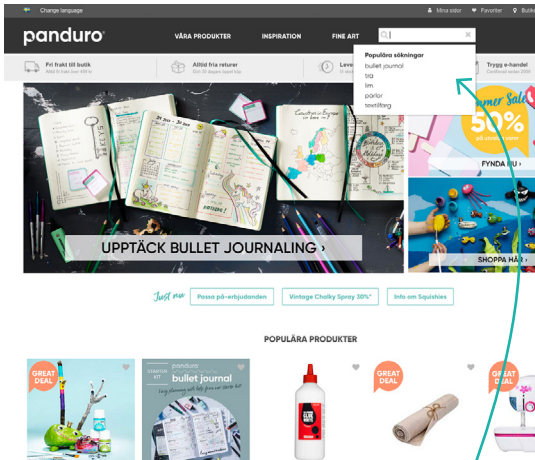
5. Related Results:

Show related results.

Before



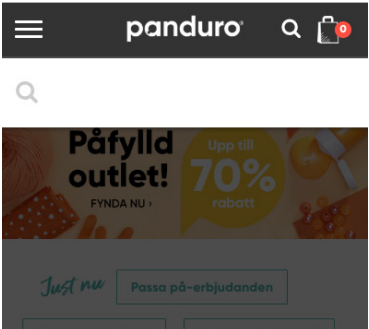
After



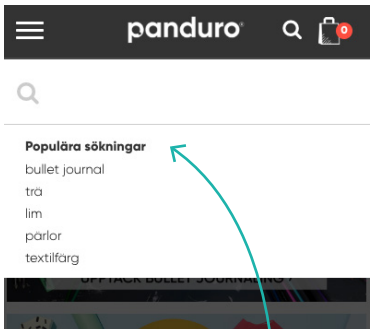
1. SEARCH BAR

After discussing the *Search box design* section of the guide with the client, we suggested making the search box more prominent by having it shown at all times. Similarly, we advised that the products themselves should be brought into sharper focus by not "greying out" the background when a visitor clicks the search box.

Before



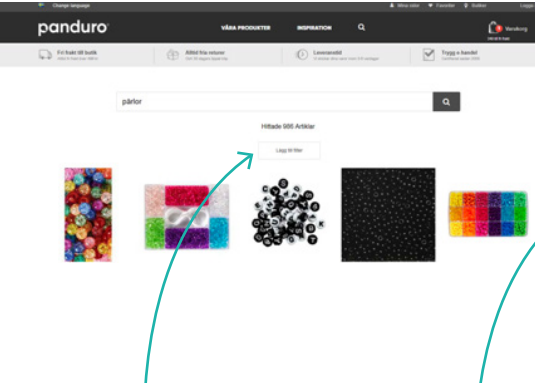
After



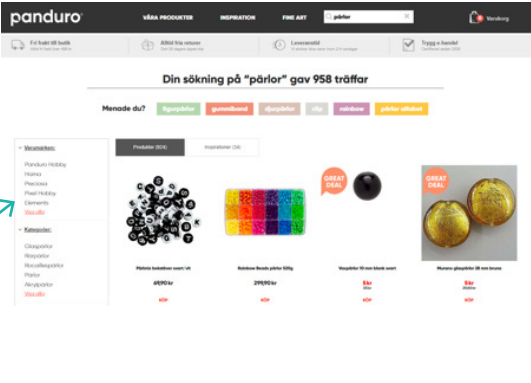
2. AUTOCOMPLETE

The Panduro website now makes much better use of autocomplete, with the search bar displaying popular queries before the visitor starts typing. The mobile site implementation is shown above.

Before



After

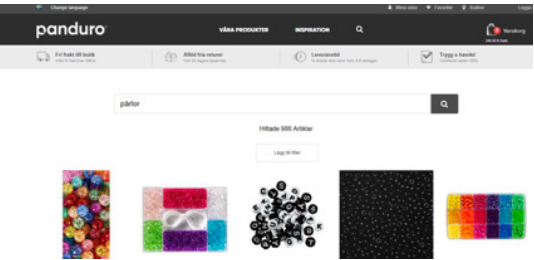


3. FILTERS

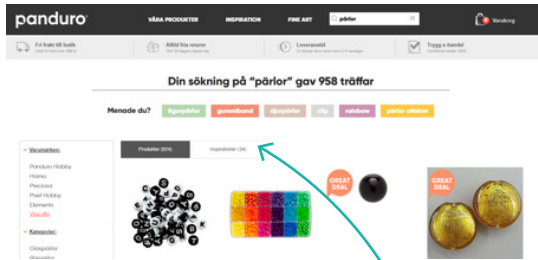
Filters are a powerful tool in improving website user experience, as they allow a visitor who knows what they want to narrow by what's important, without limiting their choice to exactly one item. They also help those who aren't sure what they want to outline some of the attributes they might want to consider. Therefore, we recommended showing filters at all times instead of having them hidden behind a "show filters".

# Recommendations continued

Before



After



## 4. INSPIRATIONAL CONTENT

To increase exposure of inspirational content, it's now searchable together with the products and appears in the autocomplete. Search results are divided into two tabs: Products and Inspiration. While products are displayed by default, if the visitor chooses Inspiration and makes other searches, the on-site product search recognises this behaviour and the tab becomes the default.

After



## 5. RELATED RESULTS

One of the key sections in the [UX Search and Navigation Guide](#), which reflects a core part of the Loop54 offering, is "Related Results". We advised the visitor's search intent should play a much bigger role and that related queries – based on what the visitor searched for – are displayed. Panduro took up this suggestion, and their related results are presented in a playful way, encouraging the user to explore the full product catalogue further. They are especially helpful when the visitor hasn't quite used the "right" search term. Using the Loop54 search algorithm, Panduro's on-site product search has also become more forgiving and intuitive – displaying related searches when needed, with text such as "menade du?" ("did you mean?").

*"For us at Panduro, it is incredibly important to help our customers quickly find what they are looking for. We have many different products that use common words but might fall into very different categories. So from the very first word that our customer types in the search bar, we need to show them the right product. For a customer who does not know exactly what they want or where the product is located, autocomplete is usually the first step. Therefore, a well-functioning autocomplete was important to us"*

Kristina Gerdin, CRO of Panduro Hobby



## The results

Results have been measured over a relatively short period but so far have been very pleasing.

For data between February and May, revenue was **36.2% higher in 2018 than 2017**. The newly designed website has also experienced an increase of **62.26% in per-session value** while **transactions went up 39.8%**.

On desktop, **e-commerce conversion rates for search terms climbed 34.85%** and **per-search value by 32.98%**.

But mobile results have been the most dramatic, with an enormous **113.21% rise in e-commerce conversion rates** and a **147% boost in per-search value**.

**+36%**  
higher revenue between  
Feb and May 2018 than 2017

**+113%**  
rise in mobile conversion rates

**+62%**  
increase in per-session value

**+147%**  
boost in mobile per search value

*"Loop54 provided great insight and tips on how to improve search and were quick to provide feedback when we made changes... **We can now deliver more relevant content to the customer and the overall user experience is much better.** At Panduro, we constantly strive for new innovation so this is just the beginning!"*

Kristina Gerdin, CRO of Panduro Hobby



## 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

Panduro is 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)

