



This retailer has an online and catalog business, with a devoted set of customers. They wanted to re-platform their website to make it as young and happening as their customers. Their goal was to create a unique customer experience centered around finding, searching, and browsing online for products.

Solution implemented

- 🔍 **Endeca Search Solution**
- 🖼️ **Yava Image Server**

Results

- 📈 42% increase in conversions
- 📈 Significant increase in basket sizes
- 📈 Increased online revenues
- 📉 Decreased callcenter traffic



LOVE THIS? E-MAIL YOUR FRIENDS

ZOOM

Colored-linen Monterey skirt

- \$59.50 item 14807
- Petite \$59.50 item 15924

Soft and slouchy, flouncy and feminine, this relaxed linen style is one of our favorite summer skirts. Full silhouette. Sits just below waist. Elastic waistband with drawstring closure. Curved pockets. 18" long. Import. Machine wash.

first choose size

size [size charts](#)

then choose color

light khaki

color: light khaki



(colors not listed are sold out)

then choose qty

Qty

OUR STYLISTS ALSO LOVE



Ringspun V-neck painter tee
\$34.50



Dangling gold-disc necklace
\$65.00



Community oriented

Enable customer to find the right product

Young and "happening" website

Encourage browsing of new and related products easily