

INISH PHARMACY

CASE STUDY

THE CLIENT | InishPharmacy.com

Inish Pharmacy is an independent pharmacy and healthcare group based in Donegal, Ireland. Since they began in 2007, their vision has been to improve the quality of life for patients and customers.

The Inish Pharmacy website started out using Solr to answer customer queries, which is a native search platform provided their online shop and eCommerce system called Magico. However, as online business grew since their initial launch, they quickly outgrew the capabilities of the native search platform and needed an upgrade.

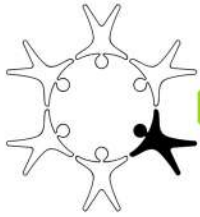
THE CHALLENGE | A Focus on Conversions & Mobile

True to their initial vision of improving quality of life for patients and customers, the Inish team wanted to improve the quality of the customer experience on their website as well. How can they make it easier for customers to find what they need and easily complete purchases while using any device? How can they ensure that their onsite search tools are powerful and intelligent enough to deliver accurate and relevant results for each search query? How can they support mobile shoppers to easily complete purchases? These questions initiated the upgrade of the Inish Pharmacy website to convert more visitors into actual buyers and to nurture more mobile visitors.

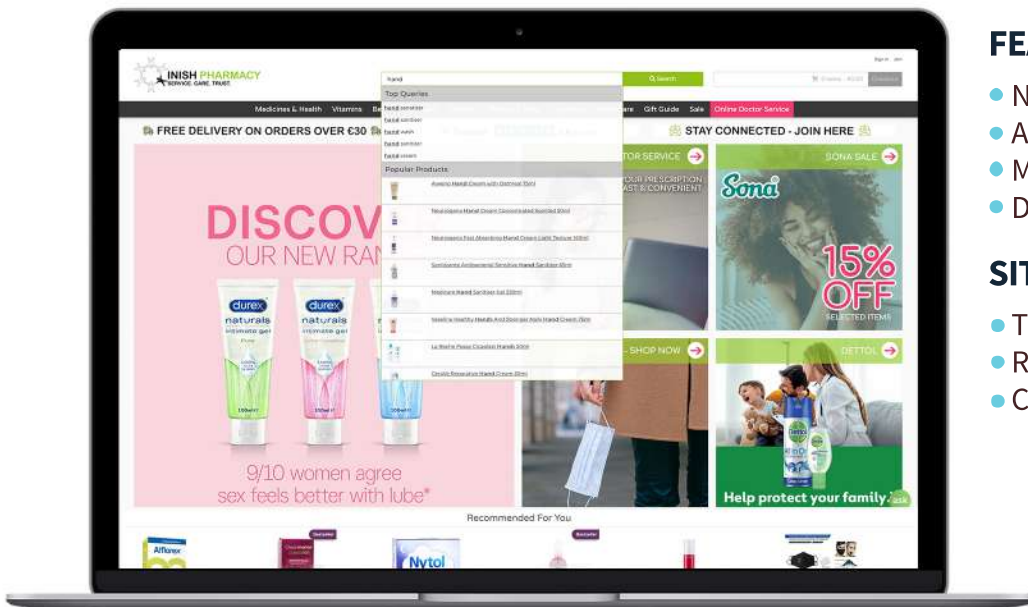


"It looks really good so far. The amount of people using search on mobile has increased and their conversion rate is 15%, which is excellent for mobile."

Paul O'Hea
Director of Inish Pharmacy



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FEATURES:

- NLP Site Search
- Advanced AutoComplete / AutoSuggest
- Machine Learning & AI
- Dynamic Merchandising

SITE SEARCH RESULTS:

- Transactions increased by 67%
- Revenue increased by 79%
- Conversion Rate increased by 15%

THE SOLUTION | Celebros Search by Bridgeline Digital

Inish Pharmacy turned to Celebros in 2018 to help increase conversions and mobile usage through improved product search, navigation and merchandising. Since the Celebros Natural Language Processing (NLP) search is fully integrated into Magico, the integration process was quick and easy. Machine Learning and AI enable the search algorithm to continually learn from the shopper's search and click behavior to rank products in the most relevant way. The implementation of Dynamic Merchandising employed the use of banners displaying personalized product recommendations for each visitor and many options of ways to shop by condition, product category and more. Over the coming months, this strategy resulted in increased site search conversion rates, transactions and revenue. In addition, the percentage of mobile users has risen as well.

ABOUT CELEBROS

Celebros Search by Bridgeline is a leading eCommerce natural language search technology. It provides sites with artificial intelligent semantic search, a recommendation engine for cross and up-selling opportunities, dynamic merchandising and navigation conversion techniques. These features help drive revenue, improve the customer experience and increase conversions for online retailers. Celebros Search powers the search experience for hundreds of premium brands and online retailers and is available in seven languages.

