

Case Study: Soak & Sleep

Upgrade to Premium Plus

Since 2008, Soak&Sleep has been on a mission to help people wake up to better sleep. Personalized customer experience is core to their values, and the website needs to support that. Soak&Sleep team found that they needed to level up search capabilities in order to help shoppers find the items they were looking for more easily.

They wanted to:

Increase ecommerce conversion

Remove manual work

Gather shopper intent data to use across the business

Having used Klevu for years on a more basic plan, the merchant was already familiar with the benefits of the self-learning search and linguistic processing and synonym enrichment. But within days of upgrading to Klevu Premium Plus, a plan that includes advanced natural language processing and enhanced autosuggestions, the results have been phenomenal.

+11%

Average order value for search increased

+12%

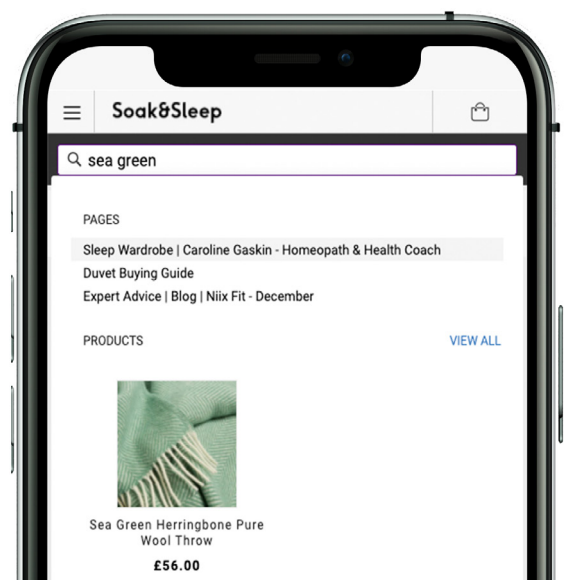
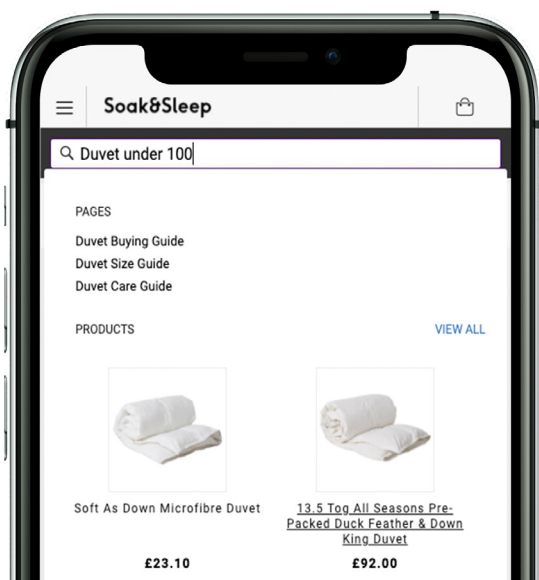
Ecommerce conversion rate for search increased

24%

Per session value from search increased

“The capabilities in the upgraded plan are amazing. Personally, I’m discovering new things every day. The Klevu AI and the way the algorithm is constantly learning, and able to handle spoken language and present relevant products to shoppers in that way. We are excited to be able to encourage our customers to use search differently now that we know how capable it is. We are also looking into testing technology such as voice search.”

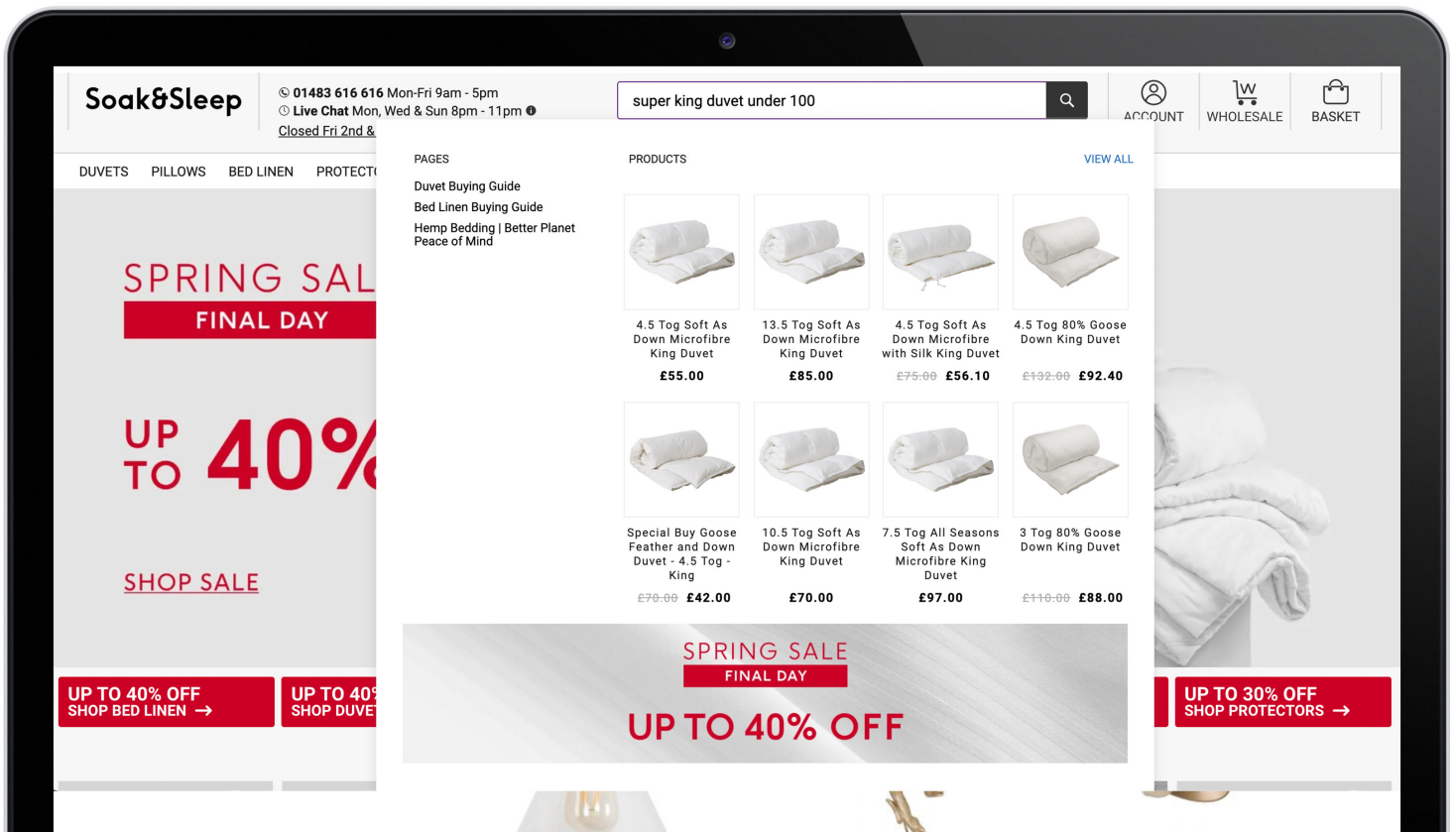
- Alex McKenna, Ecommerce Trading Manager at Soak&Sleep



Included with the upgrade, the Soak&Sleep team now also gets access to insights and guidance from the Klevu Customer Success Team. Meeting with the team regularly helps keep growth on track, keeps track of KPIs, and brings fresh ideas to the table.

“The most impressive thing we have seen so far is the 12% increase in conversions from sessions with searches. It’s only been a month and if we can see this kind of result right away, I know they are only just going to get better over time. This is really just the beginning. Working with Chris and the team has been instrumental to helping us put plans in place to keep improving.”

- Alex McKenna, Ecommerce Trading Manager at Soak&Sleep



Klevu’s Premium Plus plan gives merchants access to the Klevu Personalization Engine as well as advanced Natural Language Processing. Whereas most search tools respond only to product catalog keywords, Klevu responds to shopper intent, allowing complex queries such as ‘super king duvet under 100’ to display relevant results. Try it on Soak&Sleep and see for yourself!

For more information about the Klevu Discovery Suite, please [schedule a demo](#).