

Case Study: **Curvy.com.au**

Klevu Smart Search acts as a replacement for the in-store assistant, and delivers huge growth

Platform: Shopify

Region: Australia

Industry: Apparel

Product: Smart Search

Curvy is a multi-brand retailer, founded by Australian entrepreneur, Wes Blundy. It stocks a bountiful range of lingerie and swimwear for curvy women who are often limited by choice in typical lingerie and swimwear stores.

Klevu helped Curvy create a magnetic customer experience online. Klevu's NLP-powered on-site search enriches a product catalogue with 2-4x synonyms, making search the easiest and most effective way to browse a website. Wes and his team at Curvy.com.au were looking to:

- Easily switch on an AI search solution for Shopify that delivered value quickly during a replatform
- Help shoppers find what they are looking for quickly, even shoppers in browse mode
- Make data-driven decisions about stocking new lines

“With Klevu, we’ve nailed product discovery. We stock Australia’s largest range of A-N cup bras and that can be overwhelming at times. The positive story the data is telling supports that search has been a really helpful tool for our shopper to narrow our wide product range to a manageable set of choices.”

- Wes Blundy,
Curvy’s founder and CEO

People who may have been used to shopping in-store prior to Covid, use the Klevu search bar as their replacement for that in-store assistant. Shoppers searching for bras on the Curvy website may use a lot of different types of language to describe what they are looking for including different sizing scales, style, colour, or other attributes. And they might spell their search in a variety of ways -- for example, “wire-free”, “wirefree” or “wire free”. Klevu automatically does that for Curvy, and without manual setup.

“Natural language processing is amazing with Klevu Smart Search. Klevu essentially takes colloquial terms, identifies the intent, and serves only relevant results which has resulted in 41% increase in revenue from sessions with search.”

Curvy sees a lot of value from the self-learning aspect of Klevu’s Smart Search. Not only does it help the website with a large catalogue of 68,000 SKUs surface relevant results, it also creates a great experience for shoppers in the moment, and improves the search results over time based on purchase behaviour.

35%

increase in shoppers using search

Covid has shifted a lot of shopping online, but Klevu has helped Curvy make every website visit personal and results returned relevant, therefore reducing bounce rate and increasing revenue.

41%

Dramatically increase in revenue from search

“Curvy’s website has grown significantly, our business has expanded and the future looks bright - we have invested in other businesses and are looking to expand globally.”

- Wes Blundy, Curvy’s founder and CEO



For more information about the Klevu Discovery Suite, please *schedule a demo*.