

# Case Study: DOMU Brands

Replatforming with ease

Platform: Magento 2

Region: United Kingdom

Industry: Lifestyle

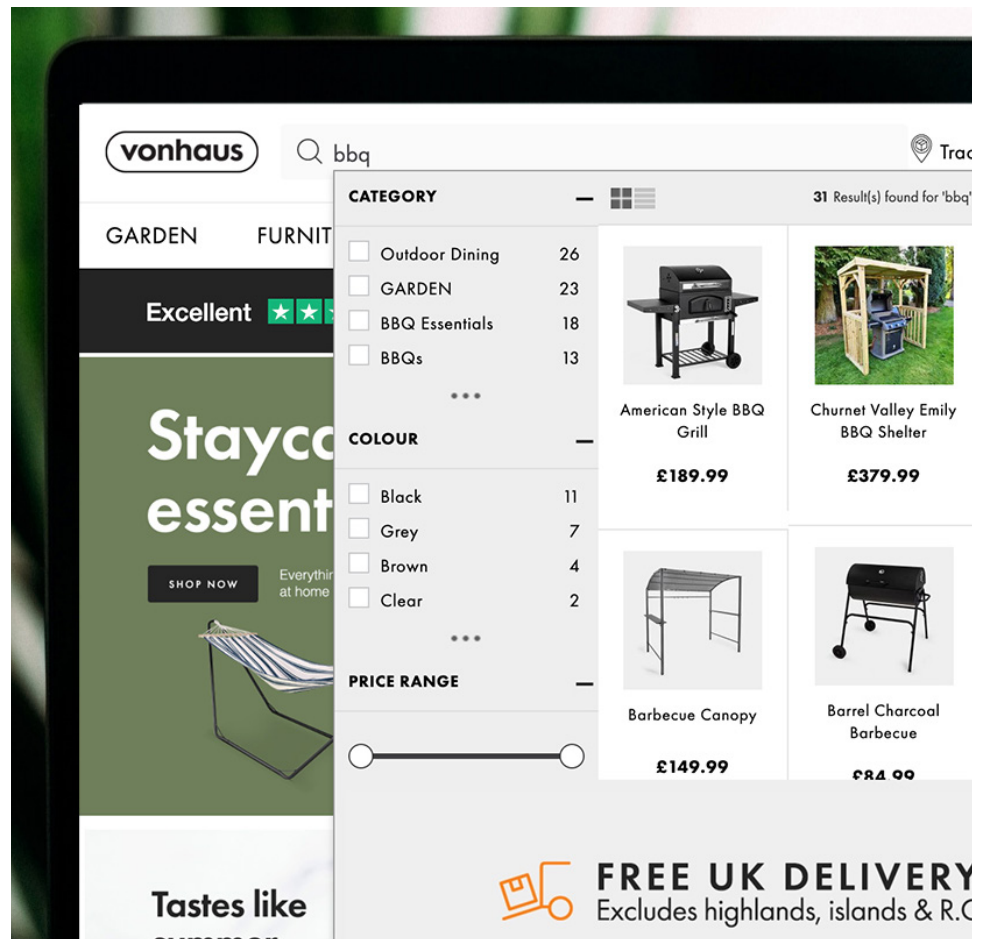
Throughout our journey with DOMU Brands the retailer had exclusively been operating its multi-brand site on Magento 1. After over 5 years on the platform the lifestyle brand decided to make the switch to Magento 2, which provided the opportunity to re-platform the rapidly growing site domu.co.uk into three separate websites for each own brand; VonHaus, VonShef & Beautify. However, DOMU Brands did not want to experience a delay in the integration of Klevu's on-site search during replatforming as Klevu begins collecting data based on user behavior from the moment it gets installed, and optimizes its machine learning algorithms accordingly.

*Klevu has really helped us enhance our customer experience on-site. The Klevu search engine uses algorithms to present customers with the products they actually want to see. It quickly serves customers with the products they want helping to create a frictionless shopping experience.*

- Laura Garrity, ECommerce Manager at DOMU Brands

## DOMU Brands needed a seamless solution

DOMU Brands initially turned to Klevu for improving conversion with search and giving customers exactly what they want via on-site search. During the brand's replatforming they were able to benefit from the fact that the Klevu Discovery Suite is platform agnostic and portable from one ecommerce platform to the next. This enabled DOMU Brands to seamlessly continue offering a hyper-relevant product discovery experience and harness the power of shopper intent data right away.



6.2%

Increase in conversion rate vs non-search

185%

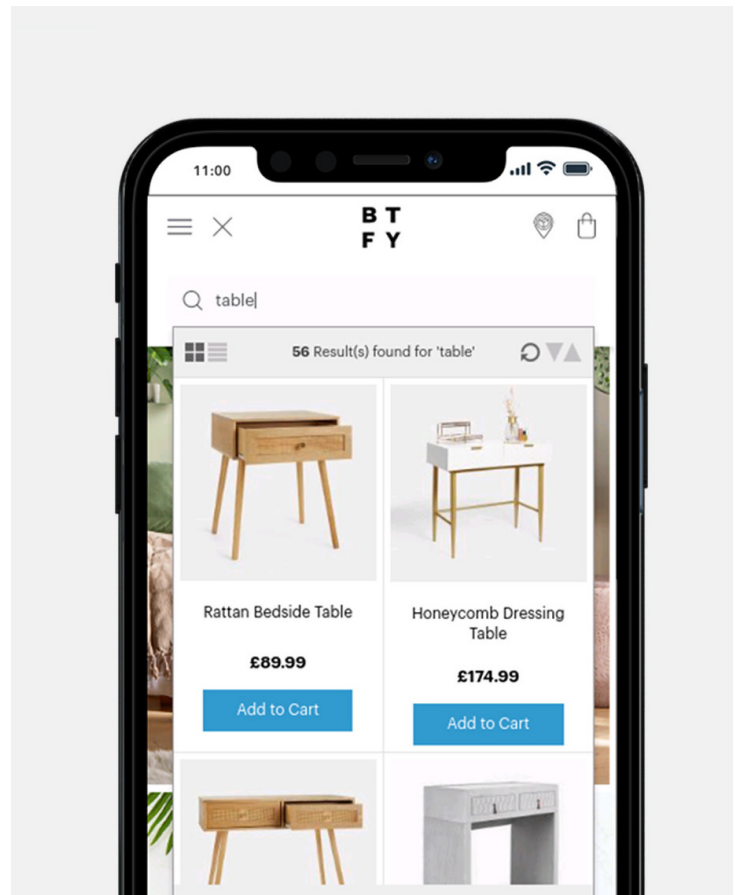
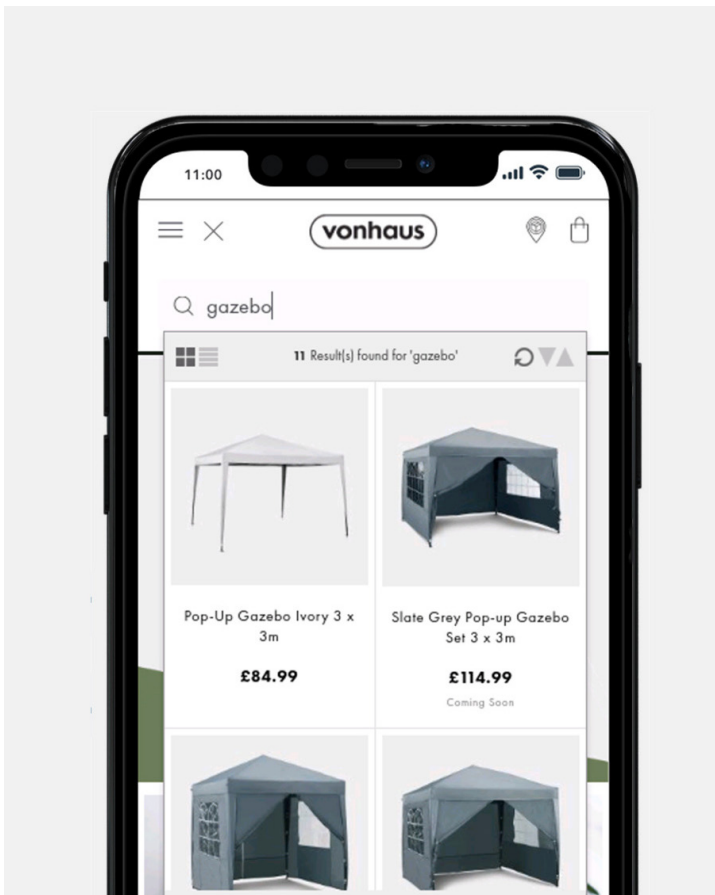
Lower bounce rate

254%

Increase value of category pages

## What problems have Klevu solved?

- Increased search conversion - visitors who use site search are more than three times as likely to convert than users who have not searched on site
- The integration process itself is fast on Magento 2, and themes can be automatically preserved
- Improved on-site search experience (particularly on mobile) - clear dropdown with images, titles & prices; recent searches & popular searches.
- Encouraged shoppers to use on-site search entering the website and as the primary form of navigation
- Doubled search-led conversions on mobile



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