searchhub

IMPRESSIVE GROWTH THROUGH ENHANCED SITE SEARCH

transformation from
onsite search management
to customer journey
intent optimization



DECATHLON

SUCCESS STORY

REDUCING EXIT RATES BY 20% WAS AS SIMPLE AS MAKING SEARCH RESULTS MORE RELEVANT AND TRACKING THE RIGHT PERFORMANCE INDICATORS.

The secret to **efficient** site search **optimization**, is to accurately measure customer search journey touchpoints. No analytics tool does this. This strategic change **improves** the **relevancy** of your existing search engine. It also prevents costly, often unnecessary search vendor migrations. Your current search engine is capable of **understanding** what **customers** want! This differentiated value hides within your data. searchHub interprets your data so you can **tune any search engine.**

searchHub **optimizes** DECATHLON's **existing search** vendor. It tracks user search journeys, measures how likely they are to generate revenue, and optimizes for peak revenue performance. All while running quietly in the background. The searchHub AI add-on matches DECATHLON's search engine with customer needs. Customers get results in line with what they intended to buy. This improves conversion while also reducing search page exit rates and merchandising complexity.

The searchHub add-on helped DECATHLON **reduce exit rates** by **20%.** The significant reduction in NoResult pages is a major contributor to this impact. Customers trust the search results, have a pleasant user experience, and purchase more.



Greater revenue and a better customer experience come from efficient onsite search optimization. Something every search vendor struggles with. Using searchHub means you can **optimize any search engine,** no matter the vendor. Optimize once, optimize everywhere. Your search. Your data. Your call.

EXECUTIVE SUMMARY

THE CUSTOMER

DECATHLON, founded in 1976, believes in accessible sports products for all. We offer evolving, high-performance design, top quality at affordable prices, and expert advice for all ages and skill levels, in-store or online, anytime, anywhere.

And we're pretty proud of that.

THE REQUIREMENTS

Redirect relevant longtail search traffic to popular keyword **landing pages.** Funnel more customers with the same intent to highest revenue performing result pages. **Reduce maintenance** for onsiste search. **Enhance** the current search tool, **not replace** it.



THE SOLUTION

Enhance DECATHLON's **operations** and **boost** onsite search **conversions** with searchHub's smartQuery and searchInsights. These tools offer advanced search optimization, exceptional customer support, and streamline the search journey, all **without replacing existing onsite search** technology.

THE RESULTS

searchHub optimizes 30,000+ DECATHLON customer search journeys daily by clustering longtail queries with purchase intent similar to top-revenue-queries, directing them to curated landing pages.

- **1.6% Revenue Per User Increase**
- **20% Decrease in Exit Rate**
- **Enhances our search engine without replacing it.**

THE CUSTOMER:
DECATHLON Germany transforms its search strategy with searchHub, delivering 30,000+ improved customer search journeys daily.

DECATHLON, a family-owned business thriving since 1976, is driven by a fundamental belief: sports should be for all. Their workforce of over 105,000 passionate employees worldwide, most deeply engaged in their own athletic pursuits, stand as a testament of this unwavering commitment to this principle.

47 YEARS

Family owned and operated

20 DECATHLON BRANDS

Each dedicated to a specific sport or practice.



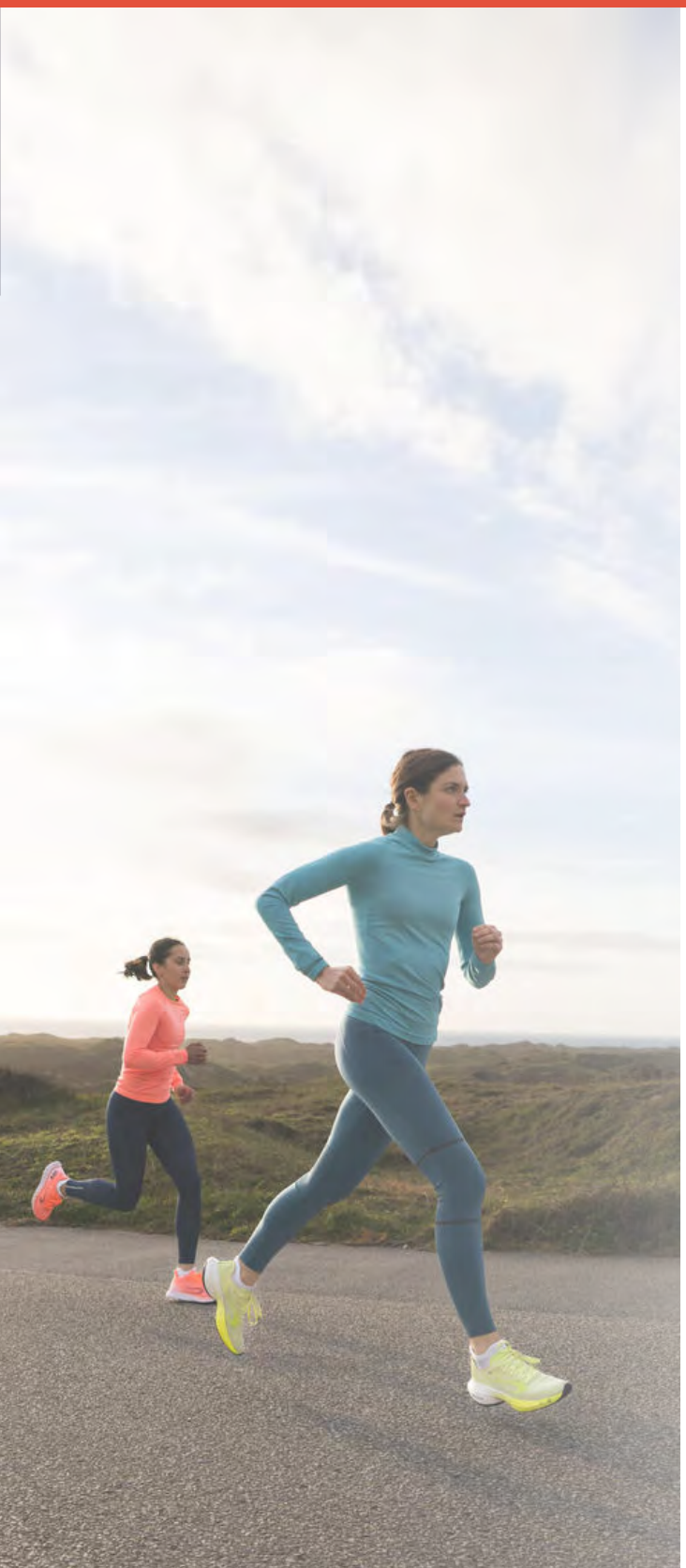
1,747 STORES IN 60 COUNTRIES

Headquartered in
Villeneuve-d'Ascq, France

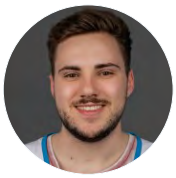
NUMBER OF STAFF

more than 105,000 Employees Worldwide

THE REQUIREMENTS:
Enhance site-search quality and reduce manual effort.



The distinctive feature of DECATHLON is our dedication to individuals who engage in sports. We concentrate on specific disciplines, removing the necessity for brand or product type segmentation. Instead, experts leverage their expertise and experience to craft the optimal product selection.



Rick Fischer
Product Owner Ecommerce
at DECATHLON Germany

"searchHub streamlines site search optimization, making it efficient and transparent. Onboarding new colleagues is a breeze thanks to the user-friendly interface."



Our emphasis on sports disciplines greatly influences our onsite search optimization. Our current search technology allows us to market products within search results. searchHub complements this by **enhancing search result relevance,** specifically related to sports disciplines.

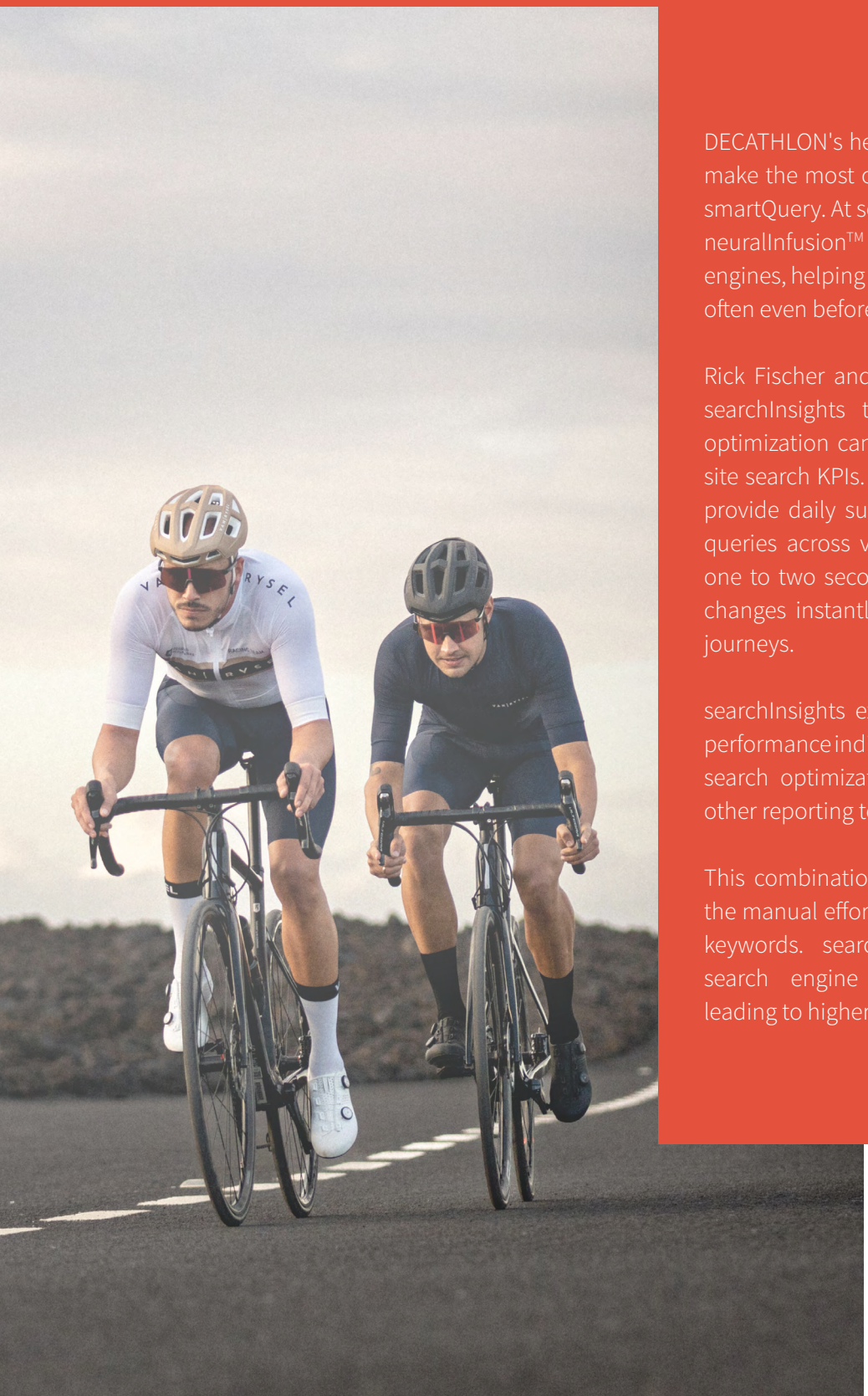
We often deal with managing, optimizing, and directing **longtail keywords to** relevant landing pages. searchHub simplifies this task, freeing us to focus on our primary keywords. It automatically handles the mapping of longtail search terms to our **top-performing landing pages**.

To complete the site search optimization cycle, searchInsights provides detailed insights into customer search behavior and preferences. It suggests optimizations that significantly impact **search conversion** performance. For instance, it helps us address "no-result" searches quickly through AI Trainer, enabling rapid **optimizations** across our product catalog.

We were initially impressed by searchHub's unique approach to clustering related search queries. This led us to discover previously untrackable search-related KPIs. With searchHub, we no longer maintain inefficient lists of keyword redirects; we strategically **target customer search journeys.**

Importantly, changes from searchHub load before the search engine, making search-term clusters **independent of** the underlying **search technology.** This ensures we retain control over search journeys regardless of the vendor we use in the future.

THE SOLUTION: Business Growth through Enhanced Site-Search



DECATHLON's heavy web traffic means they can make the most of searchHub's versatile add-on, smartQuery. At searchHub, we use neuralInfusion™ technology to enhance search engines, helping users find what they need faster, often even before they type a query.

Rick Fischer and his DECATHLON team rely on searchInsights to spot areas where manual optimization can make a big impact on critical site search KPIs. The AI Trainer uses this data to provide daily suggestions for improving search queries across various touchpoints, taking just one to two seconds to confirm changes. These changes instantly enhance hundreds of search journeys.

searchInsights excels at monitoring key search performance indicators, resulting in a precise site-search optimization strategy that outperforms other reporting tools.

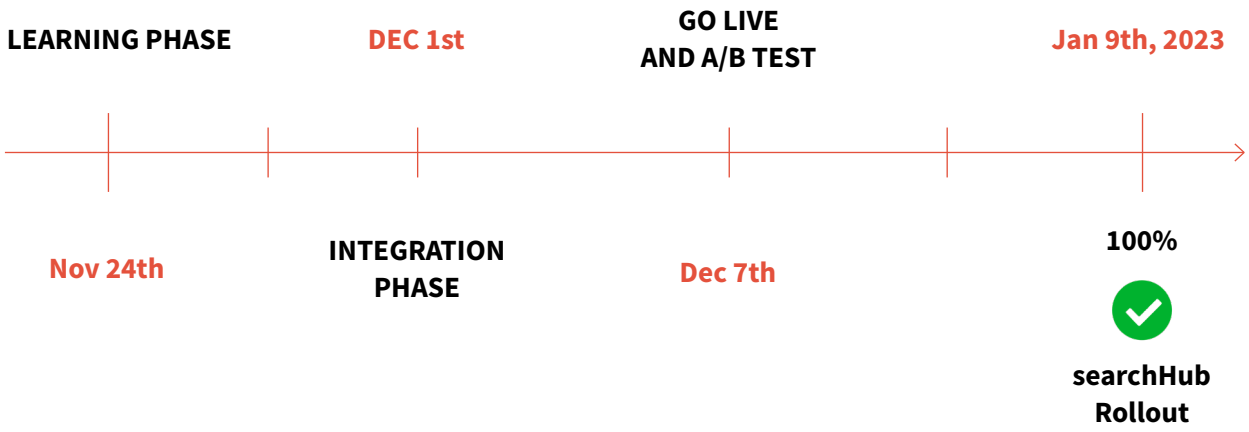
This combination of tools significantly reduces the manual effort needed for optimizing longtail keywords. searchHub ensures DECATHLON's search engine receives optimized queries, leading to higher conversion rates as proof.

PROJECT TIMELINE

searchHub STREAMLINES
SEARCH QUERY OPTIMIZATION

Before searchHub, optimizing DECATHLON's onsite search appeared daunting. We soon realized that searchHub would significantly reduce our manual effort. Integration took just two weeks, mainly focusing on tracking implementation and data export synchronization.

2022



GO-LIVE: BIG IMPACT, LITTLE EFFORT

Getting started was simple enough. Thanks to a clear potential uplift analysis from searchHub, we knew the benefits before going live. What's great is that searchHub doesn't replace our current search technology; it enhances customer understanding, ensuring our search engine aligns better with our shoppers. Working with the proficient searchHub team and the speedy implementation process has prompted internal discussions about extending this functionality to more regions.

THE RESULT:
from onsite search management to customer journey intent optimization

“searchHub instantly adjusts search queries, enabling us to enhance search results efficiently. From searchHub, we forward only the top-performing queries to the search engine."



Rick Fischer
Product Owner, Ecommerce
at Decathlon Germany

Working with searchHub and hmmh has been remarkably effective. hmmh manages all back-end processes, and searchHub's competence has been truly impressive. Completely in line with our goal to not replace our current onsite search but to scale and optimize it more efficiently.

"One of searchHub's unique features is its ability to cluster longtail search queries with common themes and context. We no longer have to search for misspellings to optimize; we identify patterns and trends in customer behavior, helping us optimize based on customer intent. This all happens in real-time, allowing us to send only the best-performing queries to the search," explains Rick Fischer.

This partnership signifies a strategic move for DECATHLON, as we plan to extend searchHub's capabilities to additional regions. Mathias Duda highlights, "Our partner hmmh continuously enhances DECATHLON's technical architecture, ensuring seamless operations. Our strong collaboration and ongoing commitment to optimizing onsite search have brought this story to life."

“hmmh consistently optimizes DECATHLON's technical infrastructure, while our strong collaboration plays a pivotal role in bringing this endeavor to fruition."



Mathias Duda
Co-Founder & CSO
at searchHub

searchHub PRODUCTS USED BY DECATHLON

searchHub smartQuery

smartQuery's AI optimizes any onsite search by grouping longtail keywords into intent-based clusters. The top-performing keyword in each cluster, representing the best match to customer intent, is sent to your search engine. This boosts revenue per search as more visitors find products aligned with their intent. Search managers maintain complete control.

searchHub searchInsights

searchInsights offers detailed onsite search analysis. With it, search managers can assess how each search query variation performs. It's designed for in-depth query analysis and comes with pre-made reports and customizable sorting options to make analysis easier.



ABOUT US

searchHub

Navigating e-commerce onsite search can be a complex and daunting task, akin to finding a needle in a haystack.

Enter searchHub, your e-commerce search optimization autopilot. This AI add-on transforms buyer's querievvs into optimal search queries, consolidating valuable traffic and directing it to your search engine. Simultaneously, it offers a comprehensive view of all search activities, continuously enhancing every relevant onsite search metric.

The beauty of searchHub lies in its independence from existing search technology, allowing direct control through an intuitive user interface. With searchHub, there's no need to replace your current onsite search; instead, you harness its power to uncover untapped search potential and transparently optimize your site search at every step of the way.

hmmh

hmmh stands at the forefront of Germany's connected commerce revolution. With over 300 colleagues spread across offices in Bremen (their headquarters), Berlin, Hamburg, and Munich, they've been shaping the digital business landscape for more than 25 years.

They've witnessed the boundaries between online and offline dissolve as they've paved the way from multichannel to connected commerce. This shift demands holistic, flexible, and seamlessly integrated strategies and processes. In response, hmmh crafts intelligent, all-encompassing business solutions. Their value proposition, "consult • create • care," embodies their commitment to providing comprehensive and tailor-made guidance, supporting both nationally and internationally successful enterprises on their journey to success.

OMR REVIEWS

searchhub

"Great tool and excellent support"

★★★★★

T

In den letzten 12 Monaten

Tim

Verifizierter Reviewer

Product Owner bei

Lidl Digital

"Awesome tool made by a cool team for complete language-independent query optimization."

★★★★★

F

In den letzten 6 Monaten

Florian

Verifizierter Reviewer

Experte OnSite Search bei

Witt Gruppe

"A sensibel add-on for every onsite search."

★★★★★

J

In den letzten 6 Monaten

Jens

Verifizierter Reviewer

Webanalyst bei

POCO Einrichtungsmärkte GmbH

"Very good tool for search optimization."

★★★★★

D

In den letzten 12 Monaten

Daniel

Verifizierter Reviewer

Senior eCommerce Manager bei

ROLLER GmbH

"The bouncer for the shop search."

★★★★★

R

In den letzten 30 Tagen

Rick

Verifizierter Reviewer

Product Owner bei

Decathlon Deutschland SE & Co. KG

"A quick-win for search optimization"

★★★★½

P

In den letzten 12 Monaten

Phillip

Verifizierter Reviewer

Webentwickler bei

COLONS GmbH & Co. KG

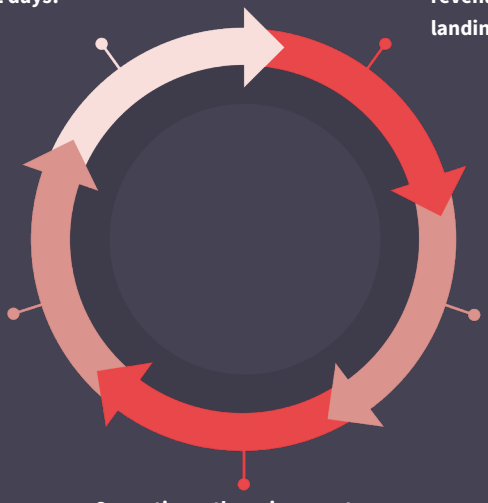
https://omr.com/de/reviews/product/searchhub



Revolutionize Your Ecommerce Search

Quick integration with any commerce search in 1 to 2 days!

Increases search KPI conversion rates, revenue per search, and visitors to landing-pages.



Clusters similar search queries to benefit from untapped longtail.

Generates more traffic for Retail-Media-Ads and marketing campaigns

Saves time otherwise spent on manual search maintenance.

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