searchhub

HOW FRITZ BERGER TURNED SEARCH FROM ITS BIGGEST PAIN POINT INTO A STRATEGIC ASSET

The camping paradox: when product variety becomes a search trap



Berger

SUCCESS STORY

searchHub

PERFECT IS THE NORM AROUND HERE!

SONJA GENITHEIM

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A 20% LOWER EXIT RATE — ACHIEVED WITH NOTHING BUT MORE RELEVANT SEARCH RESULTS, BUILT ON THE RIGHT SEARCH KPIS.

Fritz Berger is no ordinary online shop. As a camping generalist, the company sells everything from awning pegs to camping stoves to outdoor fashion — a product range that makes any search optimizer sweat. Because what counts as a strength in physical retail became an Achilles' heel online: every product category brings its own technical terms, dialects, and spellings.

"We kept trying different search providers," recalls Sonja, who is responsible for search optimization at Fritz Berger. "None of them really worked." In 2022, the e-commerce team, led by Christoph, decided on a clean break: it was time for a new search technology. An A/B test against the previous search function left no doubt — the new search technology was in a different league. It pulled ahead above all thanks to its intuitive back office, which makes sweeping adjustments possible in just a few clicks. The old system never let the search results reach their best; with the new technology, they could be configured individually — set up so that newly created products flow into the same logic automatically.

But one massive problem remained unsolved: the long tail.

The numbers speak for themselves:

- Hundreds of spelling variants per product group
- Some terms were searched just once or twice
- No-result pages regularly frustrated customers
- Even store staff couldn't find products

"Everyone spells things differently," is how Sonja sums up the situation. "We saw the no-result pages and tried to optimize within the categories, but we were tilting at windmills."

+38%
Click Rate

> ***Internationalization moves on. Managers from other countries find both systems easy to use. The new search technology takes care of the marketing optimization. searchHub runs automatically in the background.***



Christoph Kirner
Head of E-Commerce
Fritz Berger GmbH

EXECUTIVE SUMMARY

THE CUSTOMER

Fritz Berger is one of the leading camping specialists in the German-speaking world, with an exceptionally broad range: from awning pegs to camping stoves to outdoor fashion and technical accessories. A generalist with expertise across every camping category — in stores and online, for pros and beginners alike.

And we're quite proud of that.

THE STARTING POINT

- Camping generalist with an extremely broad product range
- Existing search technology already has strong searchandizing features
- A long tail no one can manage by hand, even with a good search
- High no-result rate in specialist categories



THE SOLUTION

- searchHub as an AI-based optimization add-on for the existing search technology
- Purchase intent clustering automates the long tail
- The existing search technology concentrates on its site-search marketing strengths
- Integration within days

THE RESULTS AFTER 12 MONTHS

- +67% conversion rate
- +153% click rate
- +136% revenue through search
- Massive time savings for strategic work
- "Search is no longer a pain point"

THE CUSTOMER:
The camping paradox: when product variety becomes a search trap

Fritz Berger is revolutionizing its search strategy with searchHub, improving more than 30,000 search journeys a day.

As a camping generalist, Fritz Berger's range spans a multitude of product categories, each bringing its own technical terms, dialects, and spellings. With almost 800 passionate employees — many of them avid campers themselves — Fritz Berger is expanding internationally, multiplying the challenge with every new language.

FOR 68 YEARS

founded as a family business, today with a strategic investor.

OVER 100EUROPEAN STORES

Headquarters in Neumarkt in der Oberpfalz, Germany

HEADCOUNT

Almost 800 employees across Europe

STRONG PRIVATE LABELS

tailor-made for different camping disciplines and applications

What makes Fritz Berger different:

- An extremely broad product portfolio across dozens of categories
- Every product category brings its own terminology and dialects
- Customers use hundreds of different spellings for the same products
- Both B2C customers and experienced store staff rely on the onsite search

The search infrastructure:

Since 2022, Fritz Berger has been running a powerful search technology with strong ranking, merchandising, and data enrichment. What was missing: a system that understands the long tail automatically. Since 2024, searchHub has done exactly that — an AI add-on that sits between the customer and the search. An A/B test confirmed the impact immediately: better findability, higher conversion, fewer no-result pages.

THE STARTING POINT: THE LIMITS OF CONVENTIONAL SEARCH OPTIMIZATION

The search technology in place since 2022 — and still in use today — delivers strong performance in its core areas: intelligent ranking, flexible merchandising, well-designed data enrichment. The top 1,000 search terms performed superbly.

But the long tail? That was a different story.

“New long-tail cases keep coming up at Fritz Berger because the product database is so broad,” explains Christoph Kirner, Head of E-Commerce at Fritz Berger GmbH. “That’s not a weakness of the existing site-search technology, nor of its error tolerance — the terms customers use for one and the same product are simply too different. It’s a fundamental challenge: no human can maintain hundreds of spelling variants by hand.”

For Sonja, the consequences were tangible:

- Her time went into trivial keyword fixes instead of strategic category work
- New products couldn’t be optimized for search fast enough
- The planned international expansion meant the same problem in several languages
- Customer complaints piled up: “I searched and found nothing”

For Christoph, one thing was clear: more professional services for manual micro-improvements were not a solution. The team needed a tool that would put search optimization in Sonja’s own hands — efficient and scalable.



The idea:

The existing search technology keeps running the search infrastructure with all its marketing strengths. searchHub, as an add-on, takes over automated long-tail optimization through artificial intelligence.

A partnership that works: specialization instead of displacement

The collaboration rests on one principle: specialization instead of competition. While the existing search technology plays to its strengths in site-search marketing — ranking algorithms, merchandising tools, intelligent data enrichment — searchHub concentrates on automated long-tail optimization through artificial intelligence. It’s a division of labor that works.

The search industry is small and specialized. A shared understanding of the challenges — and proven success stories like searchHub’s work for customers such as Decathlon — laid the foundation for this partnership. That’s why searchHub is seen as a sensible complement to existing search technologies, not a threat.

DER A/B-TEST - THE RESULT:
When numbers speak

The A/B test results exceeded every expectation and held after the full rollout:

CONVERSION RATE	CLICK RATE	REVENUE THROUGH SEARCH
+67%	+153%	+136%

“The result was the ultimate proof,” the feedback confirms. “Not searchHub alone — searchHub in combination with the existing search technology. That is the decisive difference.”

For Sonja, a different moment was decisive: “I saw a result immediately after a change went live. ‘Vorzeltteppich’ (awning carpet) — a term with thousands of spellings — was optimized automatically. It doesn’t get better than that.”

Christoph had his proof. The decision was clear-cut.

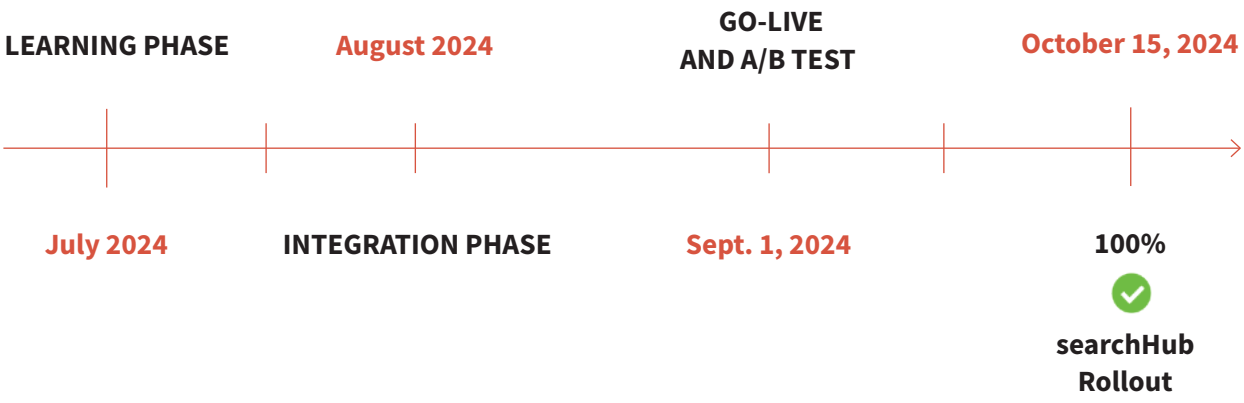


PROJECT TIMELINE

searchHub SIMPLIFIES SEARCH-QUERY OPTIMIZATION

Before searchHub, optimizing the Fritz Berger onsite search was hard work. Sonja spent her time manually maintaining hundreds of spelling variants in the long tail. It quickly became clear that searchHub cuts that manual effort dramatically. The integration took only a few weeks — setting up the tracking and syncing the data export with the existing search technology were the main tasks.

2024



GO-LIVE: BIG RESULTS, MINIMAL EFFORT

Getting started was uncomplicated. Thanks to a clear uplift analysis from searchHub, Fritz Berger knew the benefits before the launch even began. What makes searchHub special: it doesn't replace the existing search infrastructure — it gives it a better understanding of what customers need. Working with the experienced searchHub team, and the pace of the implementation, soon had the company discussing an expansion into further international markets.



THE problem: Bigger than we thought.

From firefighting to strategic work: a new division of roles

The integration went more smoothly than expected. The existing search technology hosts the containers on its own servers, which gives Fritz Berger full transparency and control over performance — visible in faster response times.

But the real gain shows in the day-to-day business:

Before: maintaining 500 variants of one search term, one at a time.

After: optimizing the same term in three clicks with searchHub.

“The problem was bigger than we thought,” Sonja admits. “Far more was falling through the cracks than we assumed. Even if I optimized 20% of the terms by hand, I would never reach the result searchHub delivers automatically.”

The time she wins back now goes where the existing search technology provides the tools: “I can concentrate on strategic merchandising. Product-listing optimization, category management — things with real impact, and things the existing search handles beautifully.”

Christoph’s team benefits several times over:

- Category managers use search productively (it used to be a source of frustration)
- International colleagues find both systems intuitive
- Fewer customer complaints about search
- Store staff finally find what customers are asking for

> ***Even if I optimized 20% of the terms by hand, I would never reach the result searchHub delivers automatically.***



Sonja Genitheim
E-Commerce Specialist
Fritz Berger GmbH

THE SOLUTION:
Purchase intent clustering as an add-on to search

searchHub is not a new search — it is an intelligent optimization layer that sits between the customer and the search technology:

1. Purchase intent clustering:

- Analyzes, through a specialized tracking system, which keywords actually lead to clicks and purchases
- Recognizes that "Vorzeltteppich" (awning carpet), "audoorteppich" (a real-life typo), "Teppich Outdoor" (outdoor carpet), and 497 further variants all carry the same purchase intent
- Keeps learning: once "Vorzeltteppich" and "Markisenteppich" (awning mat) belong together, the AI automatically works out what else belongs with them
- Groups all related terms into purchase intent clusters

2. Keyword ambassadors:

- Picks the statistically most valuable keywords from each cluster as "ambassadors"
- Only these optimized terms are sent to the search engine
- This way, you only optimize the search results of the ambassador terms — and thousands of queries are optimized along with them
- The search processes fewer queries, but better ones

3. Automation in the background:

- New spellings are recognized and assigned automatically
- No more manual maintenance
- The system keeps learning from real customer behavior

4. Suggest As You Type:

- The auto-suggest function benefits from the intent understanding
- Customers see statistically relevant suggestions as they type
- Ranked not alphabetically, but by actual purchase probability

A partnership of equals



A modern search system knows its limits. The existing search technology concentrates on its core competencies — intelligent ranking algorithms, merchandising tools, flexible personalization — while searchHub takes over long-tail optimization through artificial intelligence. Together, they produce the best result for Fritz Berger.

The strengths of the existing search technology stay untouched:

- Intelligente Ranking-Algorithmen
- Flexibles Merchandising
- Durchdachte Datenanreicherung
- Performante Such-Infrastruktur

searchHub complements them perfectly:

- Automated long-tail optimization
- Purchase intent clustering
- AI-based keyword analysis
- Zero-touch optimization in the background

“The potential analysis has become our sales tool,” says Markus Kehrer of searchHub. “We can show customers, using their own real data: here is your existing search infrastructure — and here it is with searchHub. The difference convinces on the spot.”

searchHub is the intent layer that gives the powerful search infrastructure the feel for language it was missing. Exactly where the infrastructure already shines, searchHub closes the remaining language gap between customer query and product offering — so every customer wish turns into real findability.

> ***Modern search optimization is an interplay of different specializations. searchHub and the existing search technology complement each other perfectly.***



Siegfried Schüle
CEO - searchHub

THE RESULT:
When search is no longer a pain point: The new normal

> ***Search ist KEIN PAIN POINT mehr. Ich kann endlich meine Camping-Kompetenz strategisch einsetzen, sodass Firmenziele besser erreicht werden können.***



Sonja Genitheim
E-Commerce Spezialistin
Fritz Berger GmbH

"Search is no longer a pain point," is how Sonja sums up the transformation. That single sentence marks a fundamental shift — from a system that frustrated people every day to one that simply works.

Concrete wins for Christoph's e-commerce:

- Fewer no-result pages
- Fewer follow-up searches (customers find things faster)
- Faster completed purchases
- Down from 2–3 searches to definitively better results

With searchHub, the benefits start on day one — no months-long optimization phase, no step-by-step rollout, just immediate impact.

Outlook: scaling without the pain

Fritz Berger is expanding internationally. That used to mean one thing: the search problem multiplies with every new language.

Today? "Internationalization moves on," Christoph says calmly. "Managers from other countries find both systems easy to use. The existing search technology for the marketing optimization — searchHub runs semi-automatically in the background."

The integration is built for reuse: what works once, works everywhere.

Who searchHub is worth it for: "searchHub is not the right solution for every online shop. Single-product shops with a smaller catalog already get good results from their existing search technology. But for retailers like Fritz Berger, with a broad product portfolio and a complex long tail, searchHub is a sensible addition — it automates work that would otherwise be done by hand, and it delivers measurably better KPIs."

searchHub PRODUCTS IN USE AT Fritz Berger

searchHub
smartQuery

The AI behind smartQuery optimizes any onsite search by grouping long-tail keywords into clusters. Only the keywords that best match customer intent are sent to the search engine. Revenue per search rises, because more visitors find products that match what they came for — and search managers keep full control throughout.

searchHub
smartSuggest

Turns autocomplete into real intent prediction. Drawing on conversion data, it shows customers proven search terms — often before they start typing. The module automatically eliminates typos, understands search intent, and prioritizes suggestions by actual performance. Unlike traditional autocomplete, smartSuggest uses real shop data to guide customers to successful searches and lift conversion rates.



ABOUT US

searchHub

searchHub is the autopilot for improving an existing e-commerce search. The AI add-on translates shoppers' wording into the best possible search query and so bundles valuable traffic. At the same time, the tool provides deep search analytics across all search activity, helping to improve the shop's search continuously. All of this happens independently of the existing search technology and is controlled directly through an easy-to-use interface. searchHub customers don't have to replace their existing search — searchHub identifies optimization potential and lifts it automatically, with full transparency.

Fritz Berger

With an extensive range and more than 100 stores across Germany and neighboring countries, Fritz Berger is today the go-to destination for camping and leisure. We stand out in the camping market in two ways: through strong private labels with innovative, exclusive products, and through our carefully built distribution network and constant readiness to serve. Three sales channels, one recipe for success: we are a modern multichannel retailer that takes its customers' wishes seriously. With a huge range of products at the best value for money, we offer everything a camper's heart desires.

OMR REVIEWS

searchhub

“Great tool from a cool crew for complete, language-independent query optimization”

★★★★★

F

In the last 6 months

Florian

Verified Reviewer

OnSite Search Expert at

Witt Gruppe

“A sensible extension for any onsite search”

★★★★★

J

In the last 6 months

Jens

Verified Reviewer

Web Analyst at

POCO Einrichtungsmärkte GmbH

“Great tool and excellent support”

★★★★★

T

In the last 12 months

Tim

Verified Reviewer

Product Owner at

Lidl Digital

A MASSIVE REVENUE BOOSTER FOR OUR ONLINE SHOP!

OLIVER, ASKARI SPORT GMBH

“Very good tool for search optimization”

★★★★★

D

In the last 12 months

Daniel

Verified Reviewer

Senior eCommerce Manager at

ROLLER GmbH

“The bouncer for your shop’s internal search!”

★★★★★

R

In the last 30 days

Rick

Verified Reviewer

Product owner at

Decathlon Deutschland SE & Co. KG

“A quick win for search optimization!”

View origin of the review

★★★★½

P

In the last 12 months

Phillip

Verified Reviewer

Web developer at

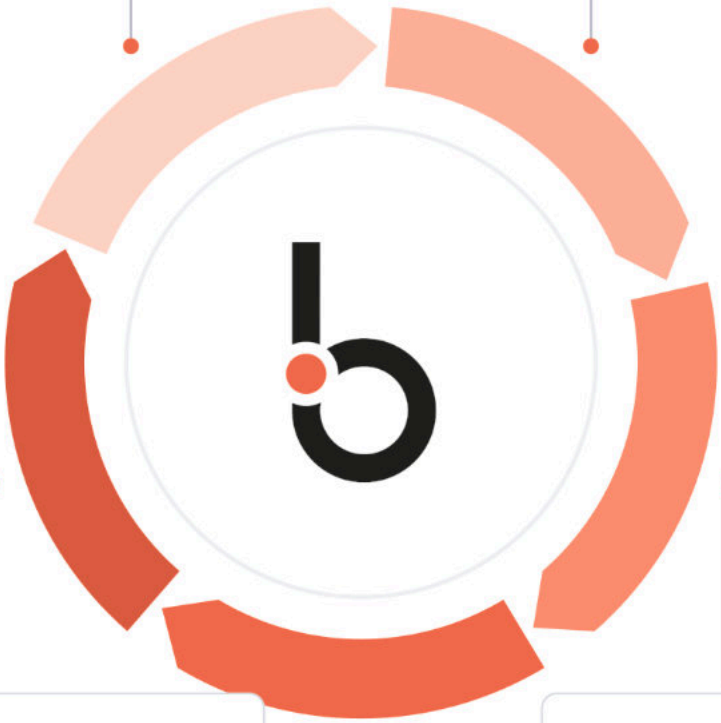
COLONS GmbH & Co. KG

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

searchhub

Quickly integrated with any commerce search in just 1–2 days!

Increases the search KPIs conversion rate, revenue per search, and visitors to landing pages.



Provides insights, through clustering of similar search queries, that are otherwise impossible.

Drives more traffic to retail media ads and marketing campaigns.

Saves time otherwise spent on manual search maintenance.

Forward me!

Schedule an appointment!

searchHub.io

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