searchHub

EFFICIENT SEARCH OPTIMIZATION WITHOUT REPLACING LEGACY SYSTEMS

hagebau connect integrates novomind iSHOP with searchHub



hagebau

SUCCESS STORY

25% Increase in CTR Through Intelligent, Automated Search Optimization

The digital customer journey often begins with product search – a fact long recognized by the team at hagebau connect. With the integrated novomind iSHOP solution, the company already has a solid foundation for onsite search. But in the fast-moving world of e-commerce, “solid” simply isn’t enough.

This becomes especially clear when analyzing long-tail searches: thousands of unique queries, each with its own purchase potential, often go untapped. Manually optimizing these search terms is virtually impossible. That’s where the collaboration with searchHub opens up entirely new possibilities.

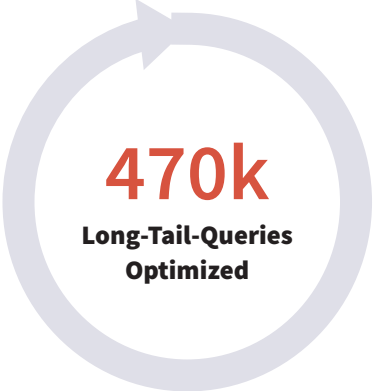
By integrating searchHub, hagebau connect enhances its existing search solution with intelligent automation and in-depth analytics. The result? Significantly improved search performance, optimized customer journeys, and a measurable impact on business success.

This case study shows how you too can transform onsite search from a basic technical feature into a strategic sales tool. Discover how automated processes and data-driven decisions can unlock the full potential of your e-commerce search platform – **without replacing your existing systems.**



+10%
Add-to-Basket





EXECUTIVE SUMMARY

THE CUSTOMER

hagebau connect operates a successful online shop powered by the integrated novomind iSHOP search. As a key player in the DIY, home improvement, and garden center segment, the company relies on digital innovation to offer its customers an optimal shopping experience — and to further strengthen its position in the market.

THE REQUIREMENTS

Despite its basic functionality, the existing search feature was reaching its limits.

The main challenges included inconsistent spelling of product data and search terms, difficulties handling numerical values, and a high level of manual maintenance. An automated solution was urgently needed.

THE SOLUTION

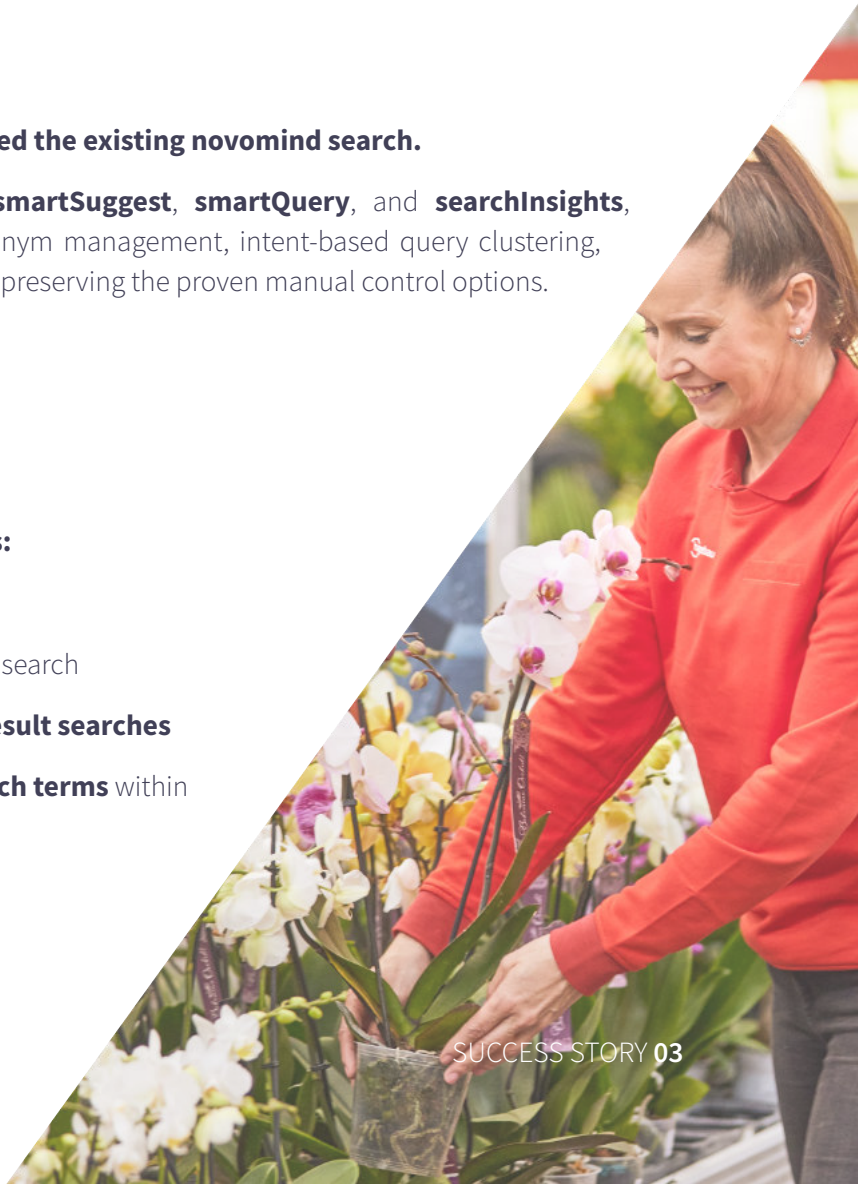
Integrating searchHub intelligently enhanced the existing novomind search.

By implementing the searchHub modules **smartSuggest**, **smartQuery**, and **searchInsights**, hagebau connect introduced automated synonym management, intent-based query clustering, and data-driven search suggestions — all while preserving the proven manual control options.

THE RESULTS

The optimization led to measurable success:

- 20–25% higher **click-through rates**
- 10% **increase in add-to-cart** actions from search
- 2–3 percentage point **reduction in zero-result searches**
- 2.5 million **automatically optimized search terms** within the first seven months



THE CUSTOMER:

hagebau connect optimizes onsite search – a strong brand, now with even stronger search performance.

hagebau has stood for reliability and variety since 1964. Whether it's a home DIY project, professional craftsmanship, garden upgrades, or large-scale construction — hagebau is the go-to destination. This strong market position secures the company a leading role in the future of the modern construction and DIY sector.

Founding year

Founded in 1964 by 34 building materials specialists

More than 1,600 locations across Europe

Including 316 hagebau stores in Germany

Active in 6 countries

Germany, Austria, Switzerland, Luxemburg, France, and Belgium

Number of employees

Over 1,300 employees across Europe

Around 350 independent shareholders

Based on a cooperative network of independent mid-sized companies

Revenue: €6.6 billion (2023)

€6 billion from DIY goods trading alone



THE REQUIREMENTS:
High maintenance, complex data structures – hagebau connect optimizes search without a system change.

hagebau connect needed a solution to enhance its existing novomind iSHOP search — without replacing it. Key requirements included automating manual synonym management, handling inconsistent product data, dealing with alphanumeric model numbers and typos, and reducing the high maintenance effort.

"We struggled with data quality and optimizing the customer journey. Replacing the entire system was not an option. But with searchHub as an add-on, we were able to get more out of our existing setup and significantly improve our search performance."



Christopher Anker-Ladefoged
Product Owner App
at hagebau connect





hagebau connect continues to rely on the proven novomind index-based search, but wanted to significantly reduce the manual effort required to maintain 400 to 500 redirects.

With the AI-powered add-on from searchHub, this maintenance workload can now be drastically minimized — perfectly complementing the existing system.

Integration took place in record time and with minimal effort. “We’ve never integrated a search tool this quickly and smoothly,” says Christopher from hagebau connect. “What’s most impressive is how much manual work the system saves us.”

The benefits are immediate, especially in reducing repetitive tasks:

searchHub automatically handles synonym management and clusters search terms by



intent. This allows the hagebau connect team to focus on high-impact optimizations while the AI independently recognizes and processes typos and alternate spellings — a key advantage, considering that one-third of their online revenue is generated through search.

The investment in searchHub amounts to just one-fifth to one-sixth the cost of comparable solutions. What’s particularly appreciated is the open, almost collegial collaboration with the searchHub team, whose deep expertise in search optimization adds real value.

As an agile company with around 50 employees, searchHub fits seamlessly with hagebau connect’s culture — enriching the partnership beyond the technical level.

THE SOLUTION:
Growth Through Improved Onsite Search

At hagebau connect, searchHub enhances the existing novomind iSHOP search with three core modules: smartSuggest, smartQuery, and searchInsights.

This intelligent solution perfectly complements the proven manual controls of their core search products.

smartSuggest acts like a digital sales assistant, guiding customers to the right products even before they finish typing. It draws on insights from **searchInsights** to present only high-converting suggestions.

This combination of established search technology and AI-driven automation unlocks optimization potential that would be impossible to achieve manually.

smartQuery transforms the way search queries are processed: all variations with the same purchase intent are grouped into intent clusters. Even complex searches containing typos or numerical values reliably lead to relevant products.

searchInsights turns raw data into strategic knowledge. It enables precise revenue attribution to specific keywords and offers deep insights into customer search behavior.



PROJECT TIMELINE

searchHub Simplifies Search Query Optimization

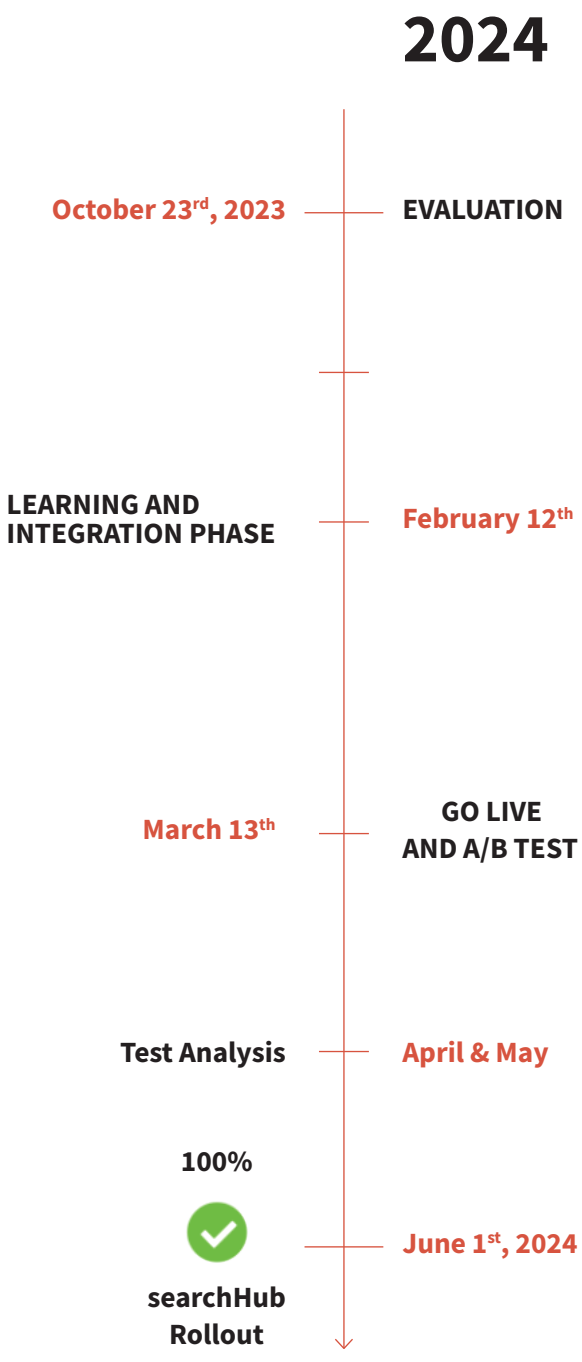
searchHub enhances hagebau connect's Novomind search by intelligently clustering related search queries.

Misspellings and similar terms are automatically detected and linked to the most effective keywords. This significantly reduces manual maintenance — instead of constant adjustments, only occasional fine-tuning is needed. As a result, valuable resources are freed up and overall search quality improves.

GO-LIVE: FAST INTEGRATION, LASTING IMPACT

The implementation of searchHub exceeded all expectations with its exceptional speed.

Unlike the months-long integration phases typical of other providers, searchHub was up and running quickly — delivering results almost immediately. This enabled a direct increase in revenue with minimal effort. The cost-effective add-on solution maximizes the value of the existing Novomind infrastructure, creating a sustainable return on investment without the need for an expensive system replacement.



THE RESULT:
THE SILENT REVOLUTION OF SITE SEARCH

"For us, innovation doesn't mean starting from scratch — it means smartly building on what already works. That's exactly what searchHub does: it automatically turns simple search queries into real customer conversations."



Christopher Anker-Ladefoged
Product Owner E-commerce
at hagebau connect

While others speak of an AI revolution, searchHub takes a radically different approach: not replacement, but symbiosis.

The collaboration with hagebau connect proves that true innovation lies in intelligently extending existing systems — not tearing them down.

searchHub projects break all conventional implementation patterns. Instead of months-long integration phases, it takes just two weeks. No system migration, no downtime, and no learning curve for the team. The critical difference lies in how search intent is understood.

While conventional systems process letters and words, searchHub identifies actual buying intentions. The result: 470,000 long-tail queries — the kind typically labeled "unoptimizable" — suddenly become conversion drivers.

And the numbers speak for themselves: In just seven months, the system automatically optimized 2.5 million search terms — a task that would take a dedicated team decades to complete manually.

This isn't an incremental improvement. It's a fundamental redefinition of what search optimization means:

Not manual rule creation, but intelligent automation that adapts continuously to customer behavior.

"True innovation isn't about replacement — it's about understanding. We didn't just introduce a new search technology; we uncovered the hidden purchase intent behind 470,000 long-tail queries — precisely where others only see data errors."



Mathias Duda
Co-Founder & CSO
at searchHub

searchHub PRODUCTS IN USE at hagebau connect

searchHub smartSuggest

smartSuggest is a data-driven tool that optimizes the shop's search suggestions. It presents the most relevant parts of the assortment in a compact format, maximizing impact within minimal space. searchHub's knowledge base plays a key role in ensuring that only accurate, meaningful, and relevant suggestions are shown.

searchHub smartQuery

The AI behind smartQuery optimizes every onsite search by grouping long-tail keywords into focused intent clusters. The strongest keyword in each cluster — the one that best reflects the customer's intent — is sent to your search engine. This increases revenue per search by helping more visitors find products that match what they're actually looking for. And search managers retain full control at all times.

searchHub searchInsights

searchInsights provides in-depth analysis of onsite search performance. It enables search managers to evaluate the effectiveness of different search query variations. Specifically designed for comprehensive search analysis, it includes pre-built reports and customizable sorting options to simplify the evaluation process.



ABOUT US

searchHub

searchHub is an autopilot for improving existing e-commerce search systems. This AI-powered add-on translates how customers phrase their queries into the most effective search requests — consolidating valuable traffic. At the same time, it offers deep visibility into all search activity, helping teams continuously improve their shop's search performance. searchHub works independently of the underlying search technology and is managed through an intuitive user interface. There's no need to replace the existing search engine — searchHub identifies opportunities for optimization and enhances them automatically, with full transparency.

hagebau connect

If it says hagebau online shop on the outside, hagebau connect is behind it. As the independent digital commerce company of hagebau, our mission is to create a true omnichannel shopping experience for hagebau customers. And we mean experience in the fullest sense of the word. That's no small feat when your catalog includes everything from bike helmets and 30-kilo bags of mortar to dishwashers and cylinder head bolts. But hey — challenge accepted!

novomind

We think ahead. With passion and consistency, we develop tailored software solutions that truly meet our customers' needs — with expertise, reliability, and a collaborative spirit.

Leading companies around the world rely on our know-how. We maintain close, long-term partnerships with our clients, built on mutual trust. As an owner-managed company, we've acted independently for over 20 years — and you can count on us to stay that way. We see ourselves as software developers first and foremost, always accessible and ready to take on new ideas and challenges. Our 500 employees are fully committed to delivering high-quality products and services with dedication and pride.

OMR REVIEWS

searchhub

"Great tool and excellent support"

★★★★★

In den letzten 12 Monaten

T

Tim

Verifizierter Reviewer

Product Owner bei

Lidl Digital

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

★★★★★

In den letzten 6 Monaten

F

Florian

Verifizierter Reviewer

Experte OnSite Search bei

Witt Gruppe

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

★★★★★

In den letzten 6 Monaten

J

Jens

Verifizierter Reviewer

Webanalyst bei

POCO Einrichtungsmärkte GmbH

"Very good tool for search optimization."

★★★★★

In den letzten 12 Monaten

D

Daniel

Verifizierter Reviewer

Senior eCommerce Manager bei

ROLLER GmbH

"The bouncer for the shop search."

★★★★★

In den letzten 30 Tagen

R

Rick

Verifizierter Reviewer

Product Owner bei

Decathlon Deutschland SE & Co. KG

"A quick-win for search optimization"

★★★★½

In den letzten 12 Monaten

P

Phillip

Verifizierter Reviewer

Webentwickler bei

COLONS GmbH & Co. KG

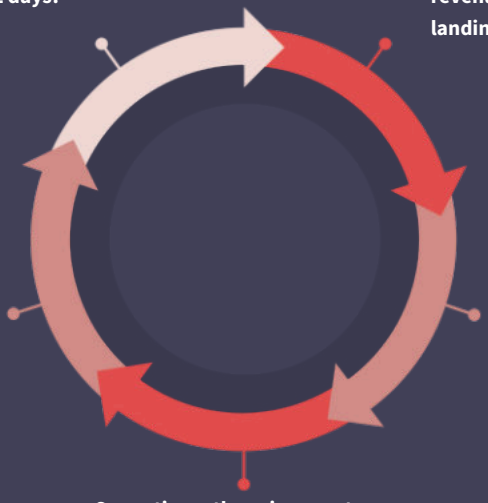
https://omr.com/reviews/product/searchhub



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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