



CASE **STUDY** erkman

**Personalized experiences
with Doofinder's AI**

DOOFINDER®



e r k m a n n

130 years of experience speak for themselves. Erkmann has become a powerful eCommerce for home decor products that crosses borders, leading online sales in Germany, from its small community located in Münsterland.

It started as a retail store and, over time, thanks to various advances and technology, they have managed to become a key benchmark in the sector, expanding their options with an online store from which they sell and distribute their product throughout Europe.

DATA SHEET

DOOFINDER®

Vertical: Decoration and home

Search layer: Personalized *Fullscreen*

With Doofinder since: November 2017

Erkmann and Doofinder's AI

The highlight component of their eCommerce.

“

“The AI continually optimizes the search, helping us and our customers when it comes to searching for specific products. The clean and tidy design puts the icing on the cake”.

- Tina Keßler, eCommerce & Marketing

”

What makes it so powerful?



From the **first session**, the Site Search learns from individual behavior and preferences in real time, adapting to them.



It offers a personalized search **without the need to collect historical data**, to achieve a more personal treatment and increasing conversions.



An improved and unique customer journey for each customer.



Several criteria are analyzed to show **potentially more interesting results** to each buyer.



DOOFINDER

It provides better service and convenience to your customers in search actions.

We explain you how it works:

Here we see two different customer journeys for the same search

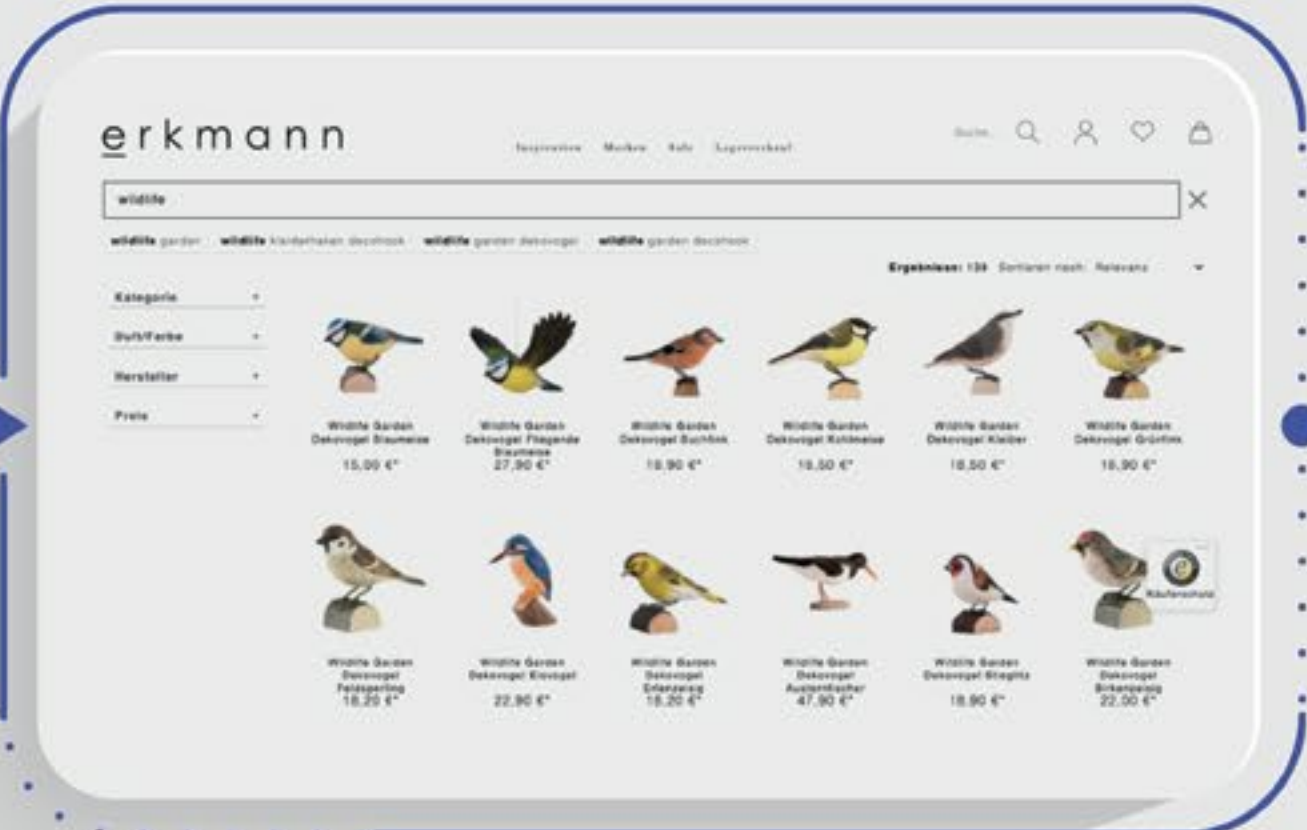


A

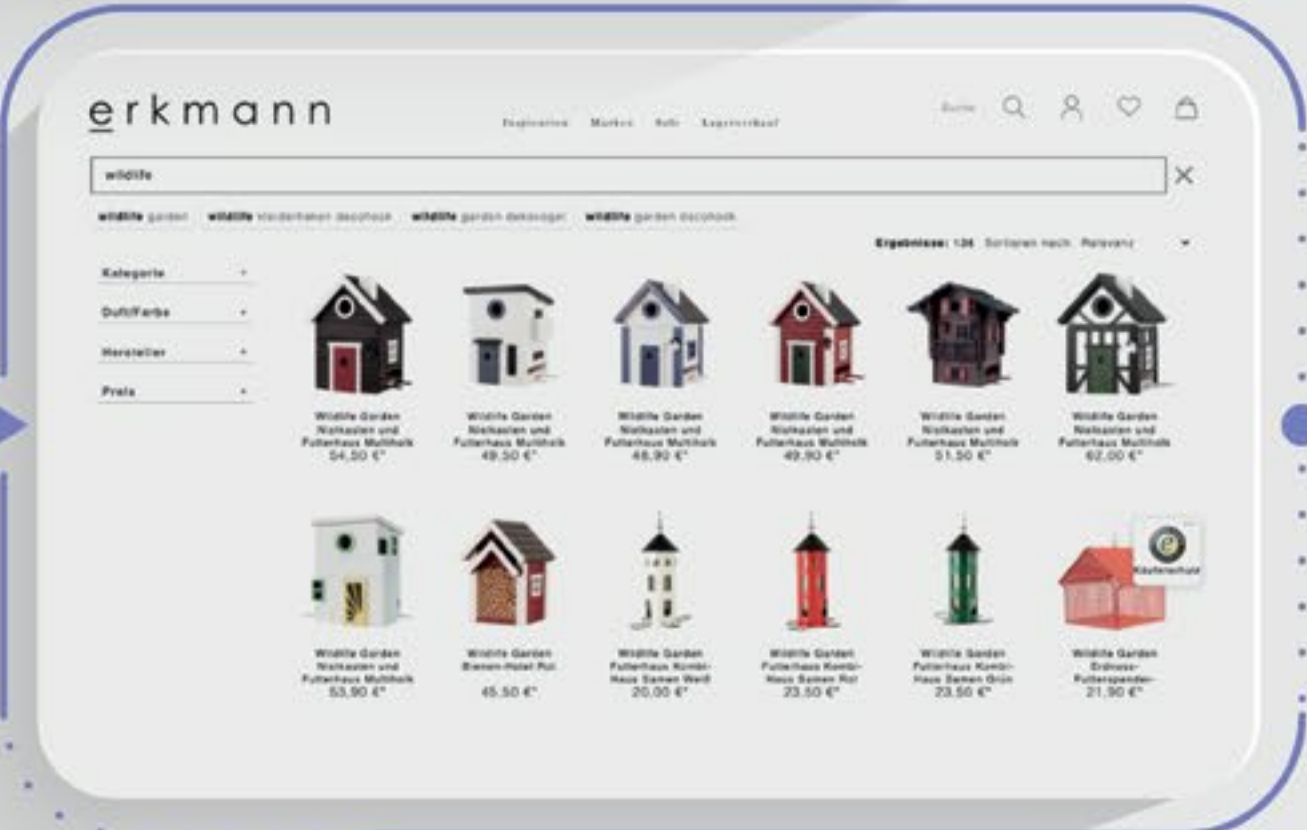
A and B are interested in a different product and end up “clicking”



When they search again, the results improve, adapted to the interests and preferences of each of them



B



“We decided to use Doofinder in our store because we were immediately impressed by the speed and accuracy offered by the search for various terms during our first run. The ease of use is outstanding, **it makes searching for products really fun**”.

- Tina Keßler, eCommerce & Marketing

Growing thanks to Doofinder's AI



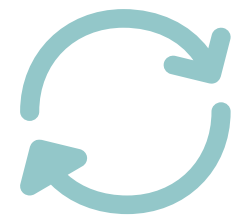
42.1%

CTR



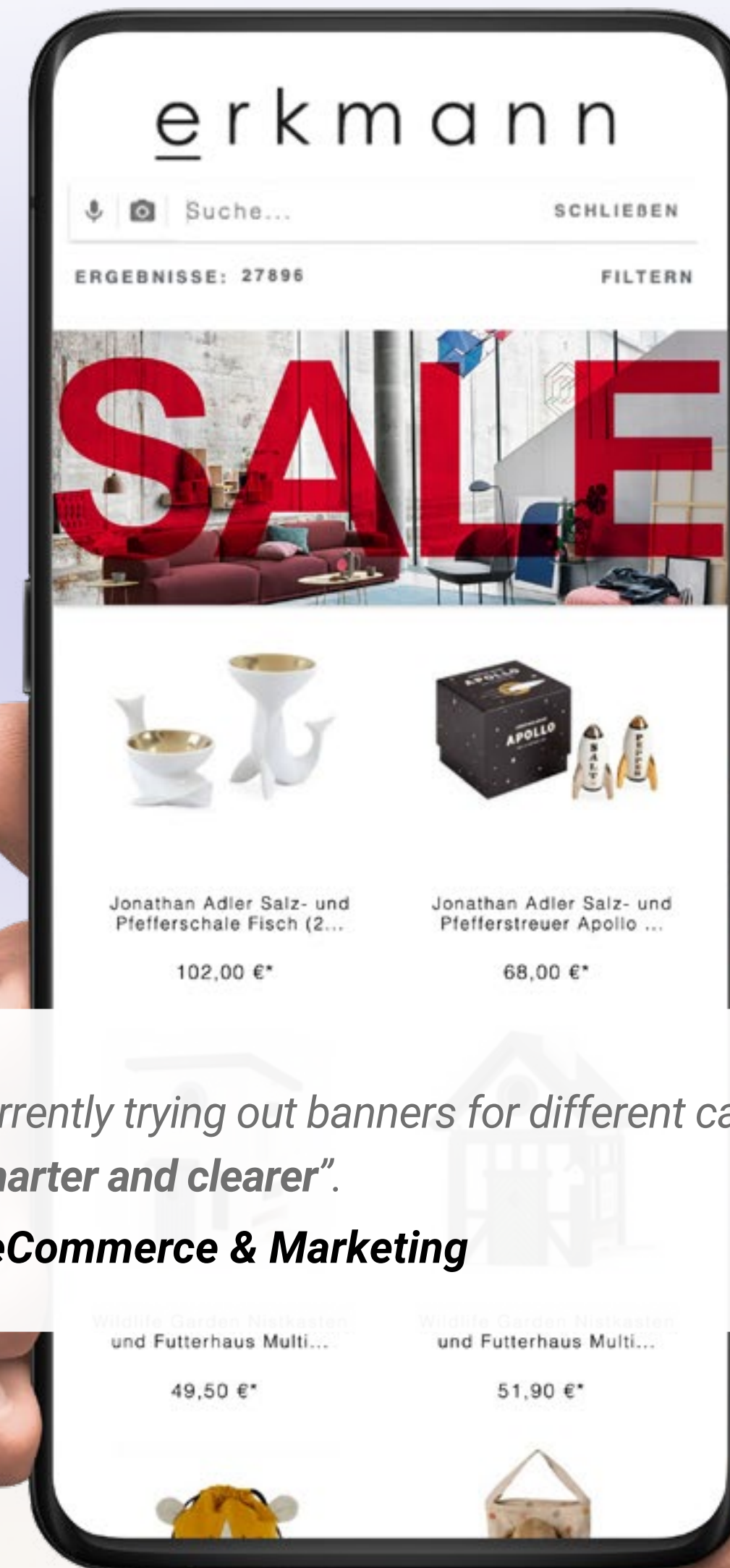
+1.54%

time spent on the
entire site



+18%

conversion rate



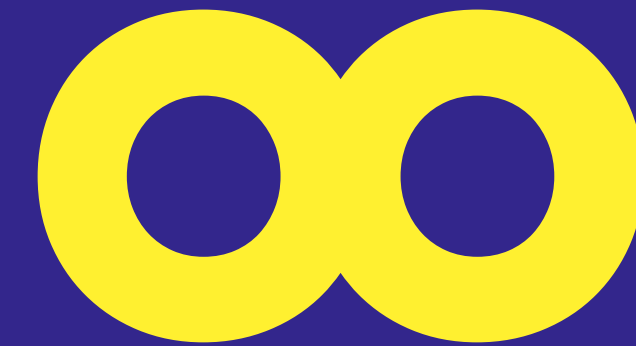
"We are also currently trying out banners for different campaigns. Our search has become smarter and clearer".

- Tina Keßler, eCommerce & Marketing

Thank you

I want to try Doofinder

in my online store.



DOOFINDER®

Powering results

www.doofinder.com

marketing@doofinder.com

+44 20 45 25 44 93

+1 929 203 50 25