



CASE **STUDY** FASHIONALIA

The search engine for eCommerce,
also available in your physical store.

DOOFINDER[®]



FASHIONALIA

Fashionalia came to be as a purely online marketplace for fashion and accessories, with a “*dropshipping*” model in which brands would integrate their catalogs and manage the shipment on their own.

In recent years, it has expanded its business with a subscription-based business model and numerous physical stores, combining all of its business **between the digital and the physical** spheres with total perfection in what they call “*phygital*.” Today, they are an example of innovation in the world of retail.

DATA SHEET

DOOFINDER®

Sector: Fashion and accessories

Platform: Custom system

Search layer: Personalized full-screen

With Doofinder since: May 2020



DOOFINDER[®] also available in your physical store!

Fashionalia is a very interesting example of a combination between the *online and offline spheres*.

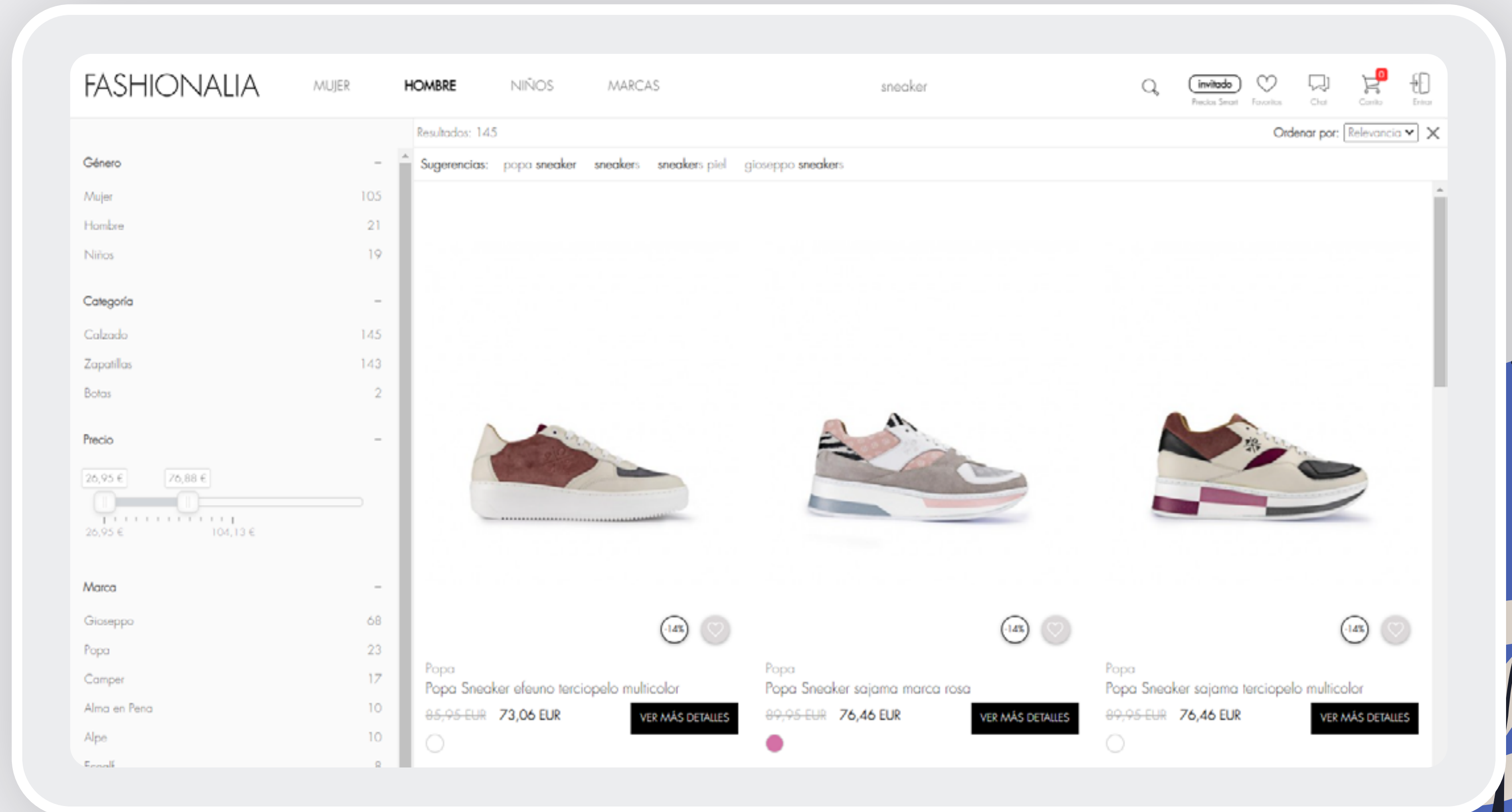
They have managed to go a step further by also implementing Doofinder in their physical stores, through a series of “*smart touch-screen kiosks*.”

Thanks to the search engine, these kiosks allow for browsing through the Fashionalia catalog, offering customers a “live” shopping experience that **is not limited to only the products present in the store but also extends to the entire online Fashionalia catalog.**

Custom Results

“We have basic filters that apply to size, color, brand, etc. But we wanted to improve the options to offer relevant results or highlight a specific product/brand. Doofinder’s speed and real-time statistics give us the possibility to make constant improvements”. -

Veronica Nikolaeva (COO) Fashionalia



The conversion rate after the integration of Doofinder on its eCommerce site, has grown by 63%

*** Post-search conversion data on users.

📱 **69%** mobile device search.
🚫 **0,2%** “No results found”

DOOFINDER®



Growing with Doofinder



DECREASED
BOUNCE RATE

+15%

TIME SPENT ON
THE SITE HAS
INCREASED

+12%

THE NUMBER OF
PAGES VISITED
HAS INCREASED

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*“ Thanks to the implementation of Doofinder, it has been possible to offer a **search engine that covers all the needs of our customer** at the time of the online or physical search while being simple to integrate and providing us with all the essential features for our stores.” -*

Veronica Nikolaeva (COO) Fashionalia

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THANKS!

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