



CASE STUDY



Planeta
Huerto

Headless & API first with

DOOFINDER®



Planeta Huerto

CULTIVA TU VIDA

Founded 10 years ago in Alicante, and with a rapid expansion throughout the country, the *start up* Planeta Huerto is the n° 1 eCommerce site in the *healthy and zero waste* sector in Spain, with more than 70.000 products in their catalog.

Since day one, growth has been unstoppable, adding achievements and revenue at the same time. All thanks to constant work, a direct commitment to innovation and a vision of the future with a commitment to the environment, recognized both by the industry and its proud customers.

DATA SHEET

DOOFINDER®

Vertical: Healthy and sustainable products

Platform: Customized system with Headless integration

Search layer: Personalized *Fullscreen*

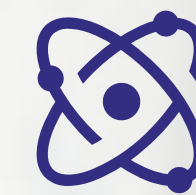
With Doofinder since: November 2021



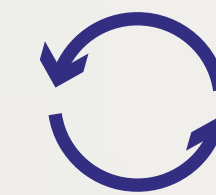
Indexing through API Management

Planeta Huerto has chosen to index their product via our native API. This allows them to take advantage of a few important functionalities:

What do we get?



Dynamic
Indexing



Automated
Indexing



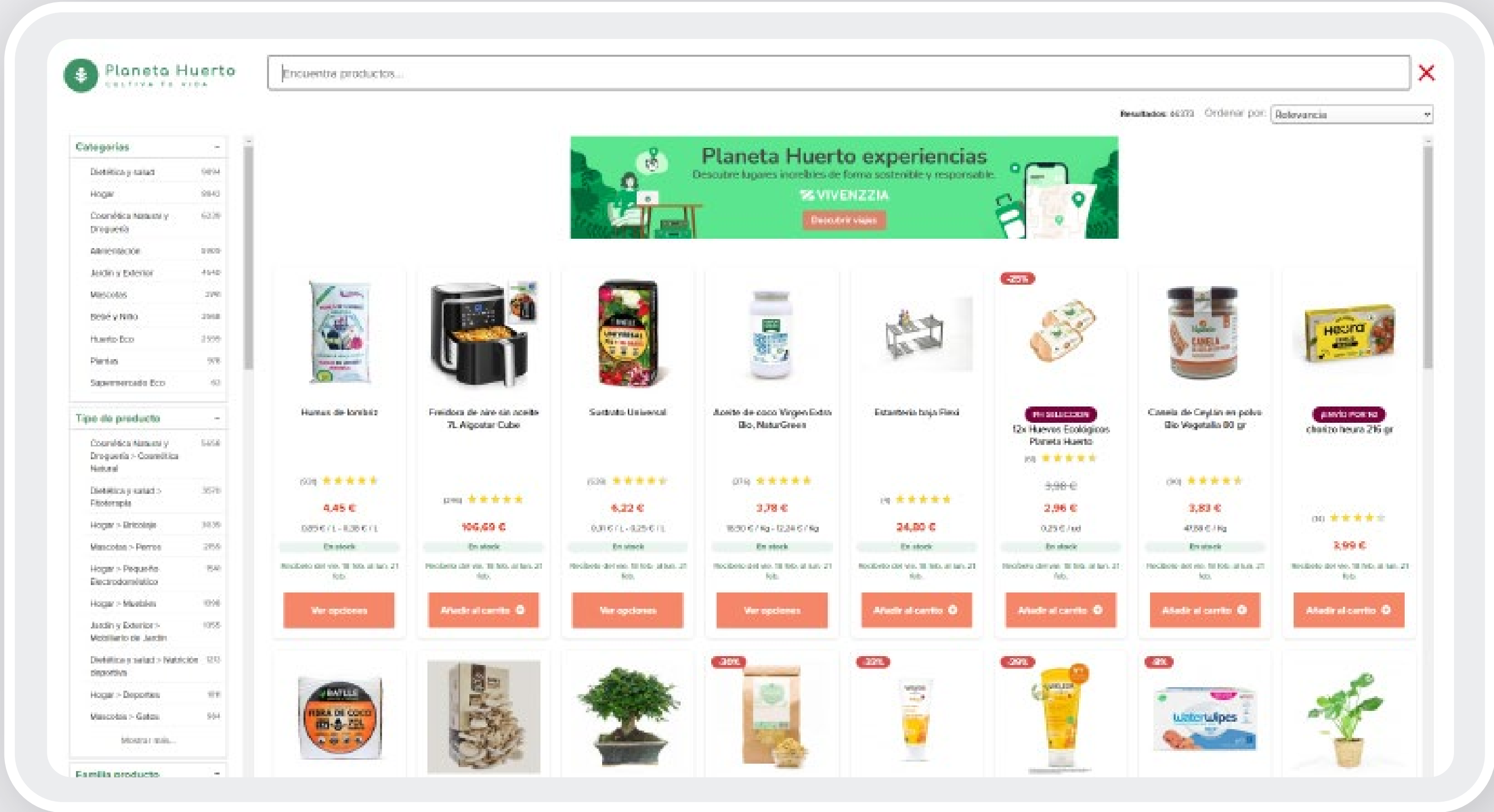
100%
in real time

Doofinder detects every catalog change and indexes it, keeping the front-end information 100% up to date instantly. Users receive correct information and prices at all times.

Personalized *Fullscreen*

“We did not have full control over the search criteria. After implementing the tool, the facets navigation and sorting is clearer. Now we get better search results”.

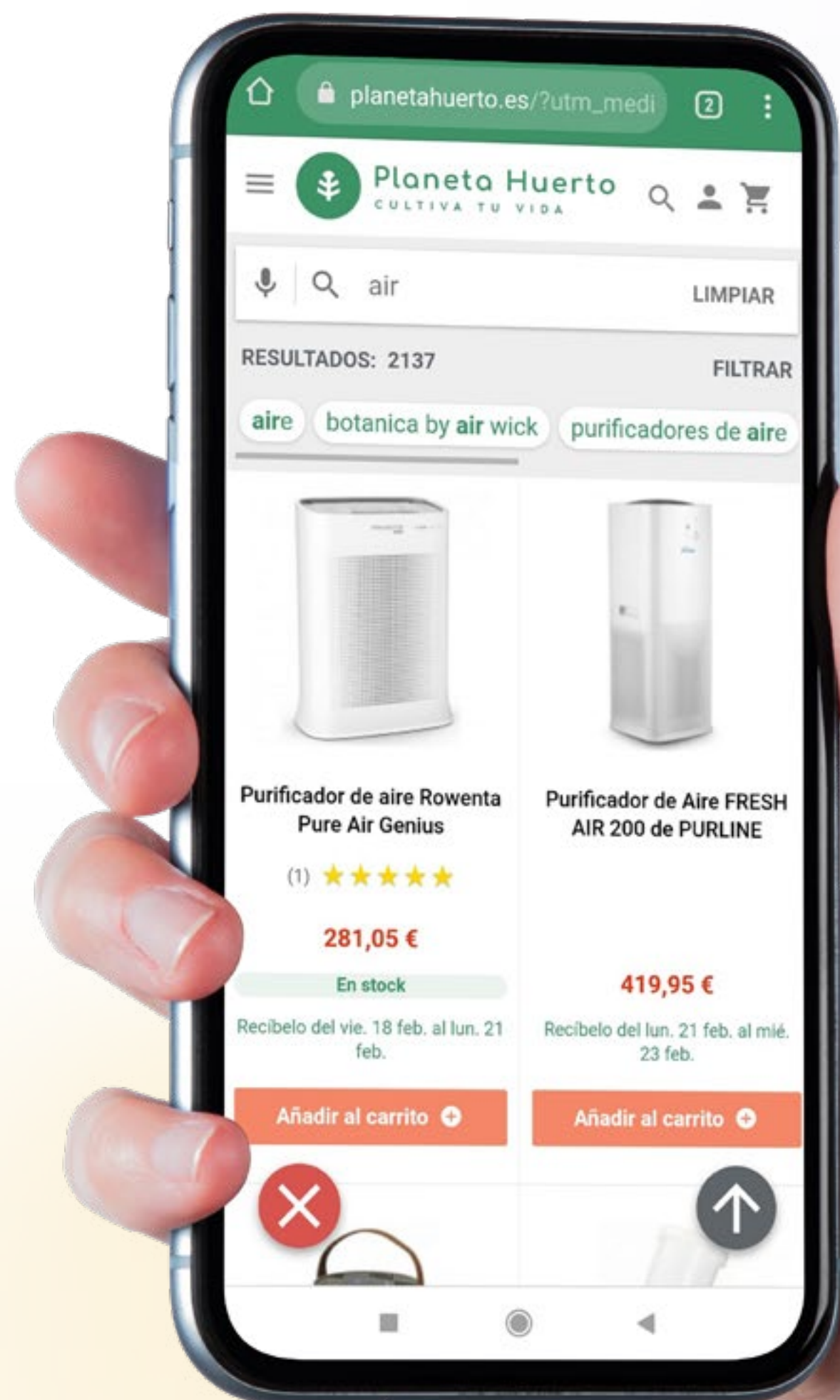
Noelia Llorens, CMO Planeta Huerto



The Planeta Huerto
Conversion Ratio
reaches **21%**

📱 **59%** Mobile Searches
🚫 **0,2%** “No Results Found”

*On average, a standard search engine has 15% “No Results Found”.



Growing with Doofinder

CTR of **54%**

More than half of users that search the web are clicking

+8%

Time spent on the site has increased

“

“ Doofinder has worked a lot with **personalization to improve the usability of the store**. The use of the search engine not only offers a clean and complete experience to users, but also highlights key elements: home, logo, account and cart”

Noelia Llorens, CMO Planeta Huerto

”

Thank you

I want to try Doofinder

in my online store.



DOOFINDER®

Powering results

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