



CASE **STUDY**

FRESHLY

C O S M E T I C S —

With Doofinder, 1 in 5 people
who searches in the store makes a purchase

DOOFINDER[®]



FRESHLY

C O S M E T I C S —

Is an **eCommerce site focused on the cosmetics sector**, with the added value of offering products made from 99% natural and vegan, and 100% sustainable and functional ingredients.

The business idea emerged in 2015 and took shape in 2016.

After 5 years in the sector, offering products with a positive impact on the health of its consumers, Freshly Cosmetics has become a leader in the industry, not only nationally, but also internationally.

DATA SHEET

DOOFINDER®

Sector: Natural, healthy, & sustainable cosmetics

Platform: PrestaShop

Search Layer: Custom Search

With Doofinder since: May 2021



The overall conversion rate of Freshly Cosmetics search engine is close to 20%.

GROWING WITH DOOFINDER®

X3 -42%

Search engine use

Bounce Rate

“

“Doofinder’s real-time statistics offer new opportunities. In our case, we have reconsidered new product launches thanks to these statistics, as we have found searches for products that we don’t have in our catalog, which we will offer in the future”.

- Marc Rodríguez (Digital Product Manager)

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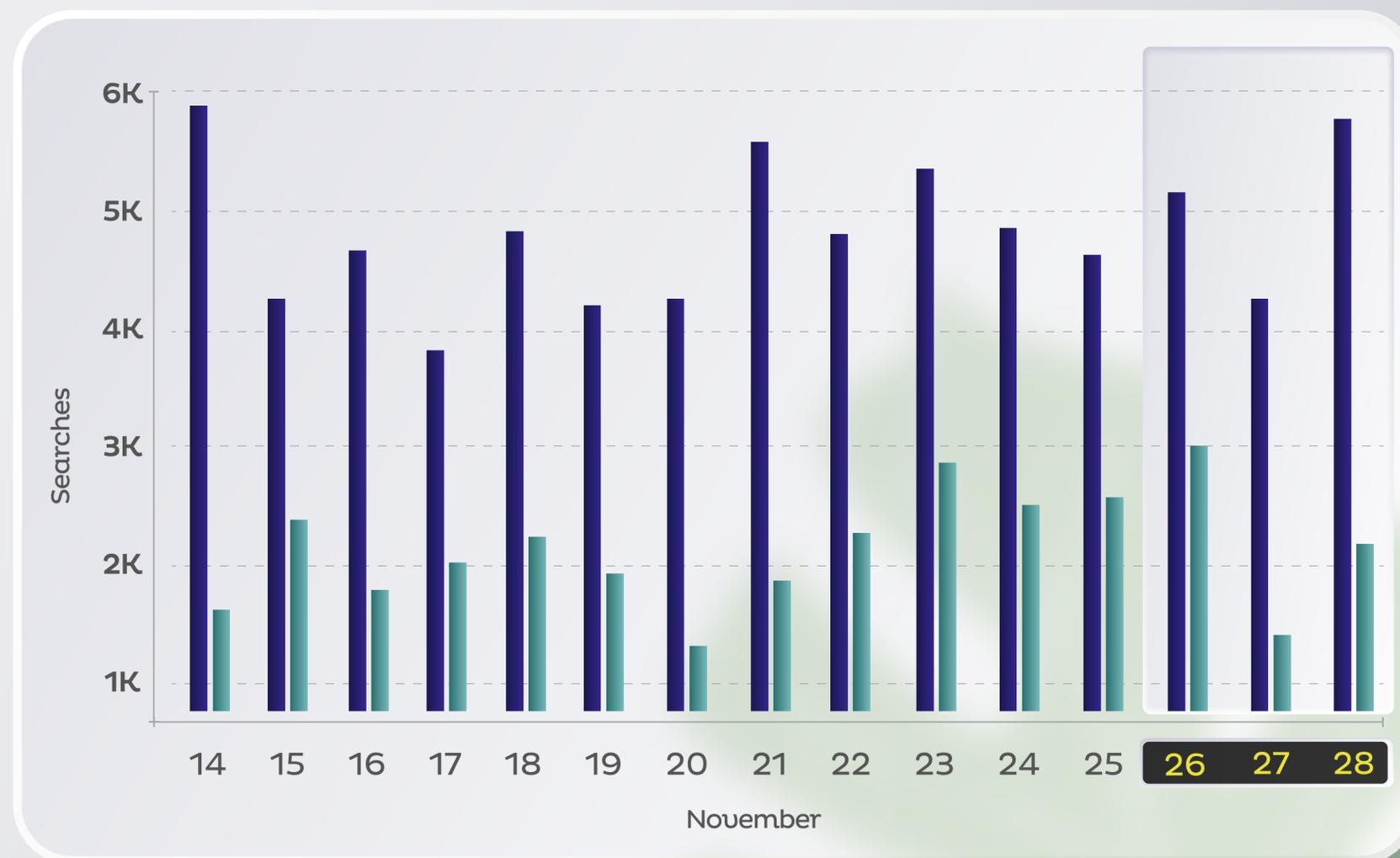
DOOFINDER®

We detected that the UX with the platform's default search engine was not what we had expected. Doofinder has given us the possibility, in an agile and simple way, to offer the results that the user expects to find when they conduct their search.

- Freshly Cosmetics Digital Product Team

68% of searches in the last month were conducted on cell phones
and 32% on computers.

Total searches in **Freshly Cosmetics**



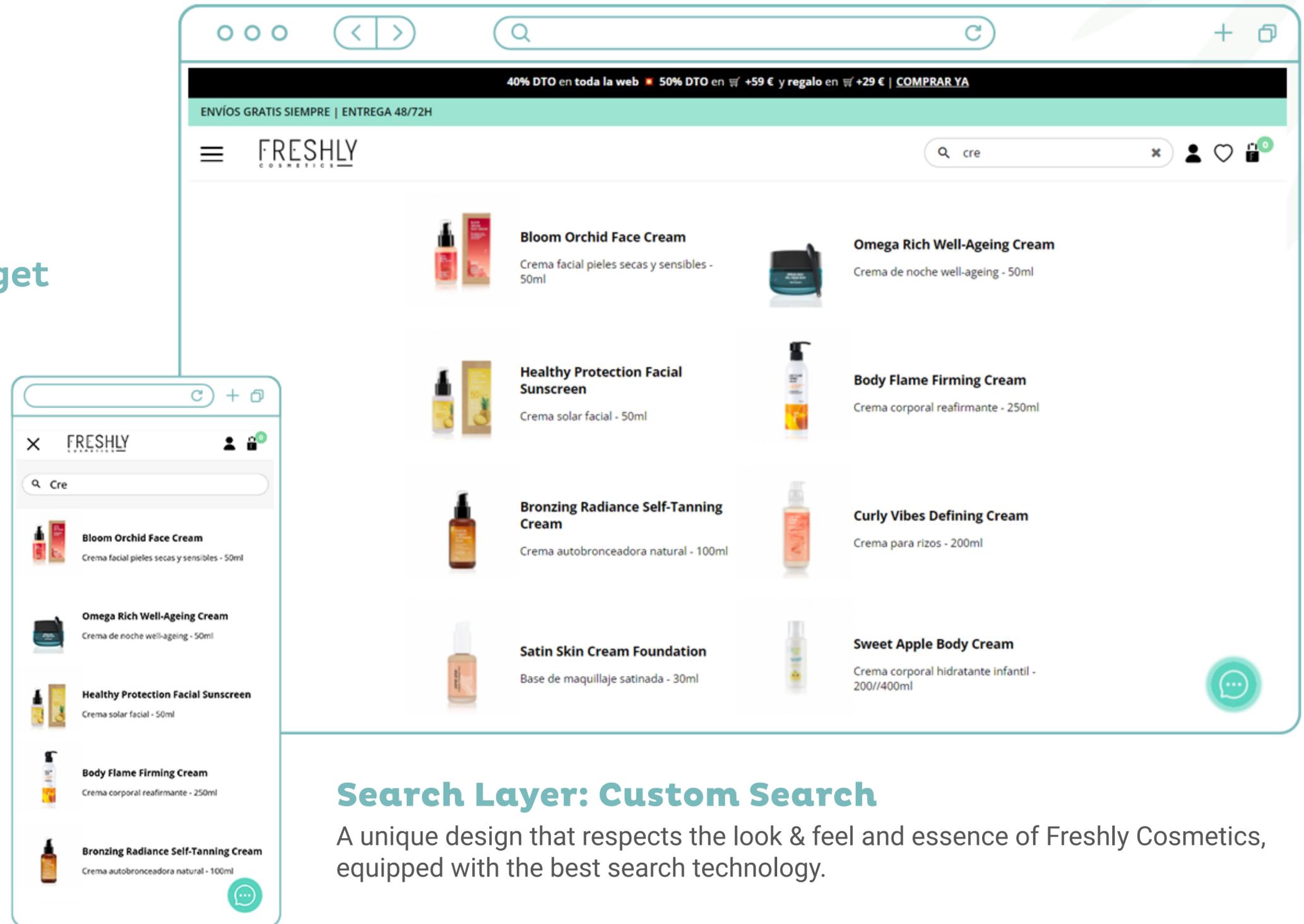
Mobile Searches



Desktop Searches

There is a 47% increase in page views

compared to the old search engine; now users' searches get better results.



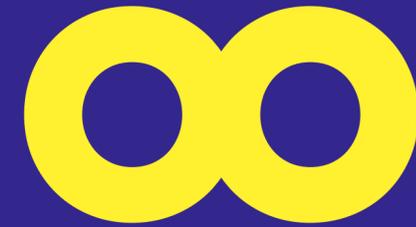
Search Layer: Custom Search

A unique design that respects the look & feel and essence of Freshly Cosmetics, equipped with the best search technology.

THANK YOU!

Try Doofinder

in your online store.



DOOFINDER®

Powering results

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