

# OMNICHANNEL IS THE NEW BLACK

Partnering with Adore Me to create  
a more desirable user experience



**Adore Me is a top** underwear and lingerie eCommerce start-up.

**Findability success is a powerful merchandising tool**

- Product findability increased from 25% to 35%.

**Customer knowledge shouldn't stop at past purchases only.**

Customer data can be made trackable: search queries, navigation behaviour.

Search engine integration across all devices for a multi-channel approach and a **more joyful customer experience.**

Significant **increase in conversions and revenue.**

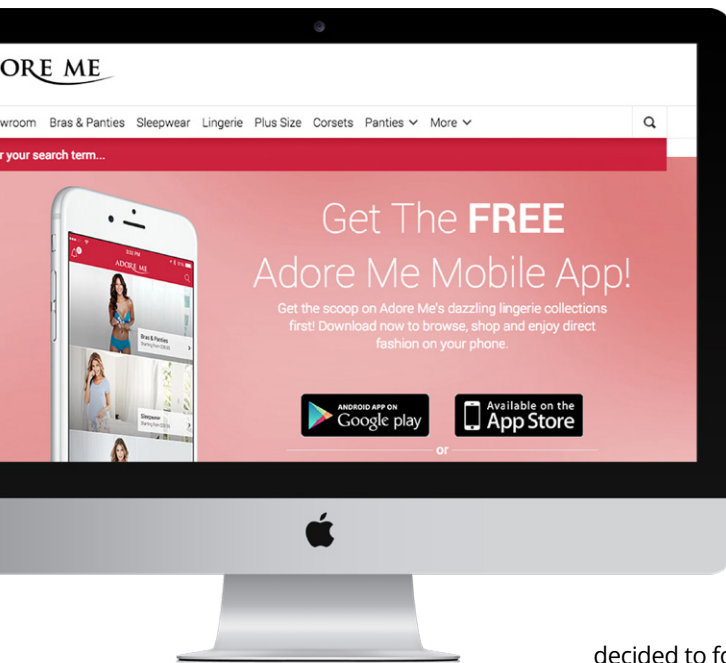
The use of search increases as the **results become more relevant and useful.**

Is there anything more adorable than someone who knows you better than you do? Someone who knows your

preferred bra colour? Okay, okay. Perhaps it sounds a little bit creepy. But when that "somebody" is one of the **top underwear and lingerie**

**eCommerce startups,** it sounds much better, doesn't it?

When **EmpathyBroker** started working with Adore Me, the disruptive women's intimates company based in New York City, knowledge and empathy defined and led the strategy. We knew that intimate apparel required a deep and delicate knowledge of customers. So, we decided to focus on tracking; every



By increasing relevancy, Adore Me not only provides a better customer experience but demonstrates that **it's a brand who understand its client needs.**

**Customizable client dashboard to align with strategic needs**

**"EmpathyBroker is a smart search partner who've developed tools to show customers the most relevant results and their platform is also easily customizable"**

ADORE ME

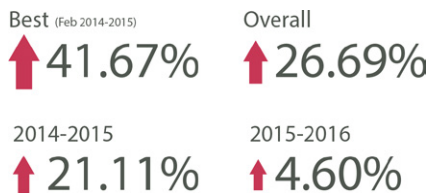
step, every search, every navigational behaviour. It was important to gather relevant customer data and be able to increase the Findability of Adore Me products.

**Findability is one of EmpathyBroker's USPs** and a measurable unit that we are constantly evolving and improving, not just because **Findability indicates the success of a site search** but also because Findability can be used as a powerful merchandising and strategy tool. Furthermore, because **EmpathyBroker's search engine can be integrated into all devices (Web, Smartphone, Tablet), Findability can be measured across all channels, creating a 'Omnichannel Strategy'.**

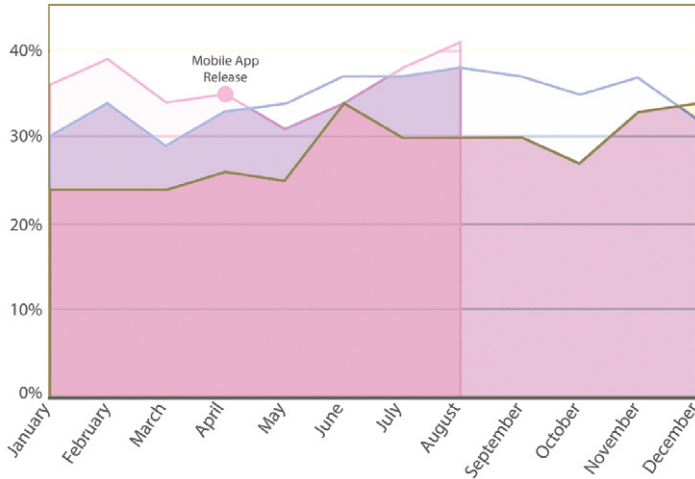
**Findability is helping Adore Me increase revenue, as well as conversions.** Customers who don't find a product in the traditional way, in other words by simply browsing,



*From 25% findability to 35% findability*



tend to use the search function. And, because users who look for an item through a site's search engine have a higher intention to buy, it's important to show relevant results to customers by 'understanding' their desires.



*Relevant results show customers that Adore Me is a brand who understands their individual needs*

Another reason why AdoreMe loves working with EmpathyBroker is due to being able to tailor and adjust multiple variables to rank products in

line with their strategic needs through a customizable dashboard. And whenever they like.

By navigating between different mobile devices, Adore Me knows more about its customers today. Customer knowledge doesn't stop at past purchases: With EmpathyBroker, Adore Me can now know if customers enjoyed their experience across multiple platforms – and, importantly, if they managed to find that perfect bra!



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