

BIG BANG CASE STUDY



**Big Bang boosts
ecommerce revenue
with Frosmo Search**



About Big Bang

With a network of 16 brick-and-mortar stores and an online store, Big Bang is the leading consumer electronics dealer with up to 60% of the market share in Slovenia. The company is known to provide cutting-edge technology and set trends in its market. It has been awarded as the **best online platform in Slovenia and the Adriatic Region by experts and customers (Web Retailer Award 2021 & 2022)**.



Challenges

01

→ **Limited availability of IT resources** slows down the development of the ecommerce site

Big Bang's online store runs on an ecommerce platform built in-house. While the solution works well for them, the limited IT resources available for front-end development have proved to slow down their online store development.

02

→ **Challenging to display relevant search results** especially for brands with a wide range of products

For a site with thousands of products ranging from cables to washing machines, displaying relevant search results in the correct category can be difficult

03

→ **Tracking data** to measure personalization success with relevant KPIs

In addition, it's been challenging to gather relevant data from the site to measure the results of the optimization and personalization efforts with KPIs that are actually meaningful. Big Bang tried out several personalization solutions before deciding to work with Frosmo

Solutions

01 → **Frosmo Quick Start** with ready-to-use personalization features, such as **data tracking and product recommendations**

02 → **Frosmo Instant Search** component that enables ranking, boosting, and personalizing search results

Big Bang started their personalization journey with **Frosmo Quick Start**, which contains ready-to-use features, such as data tracking and recommendations, to really kickstart personalization. They are currently using AI-driven recommendations in the most important customer journey touchpoints, such as the front page and category pages.

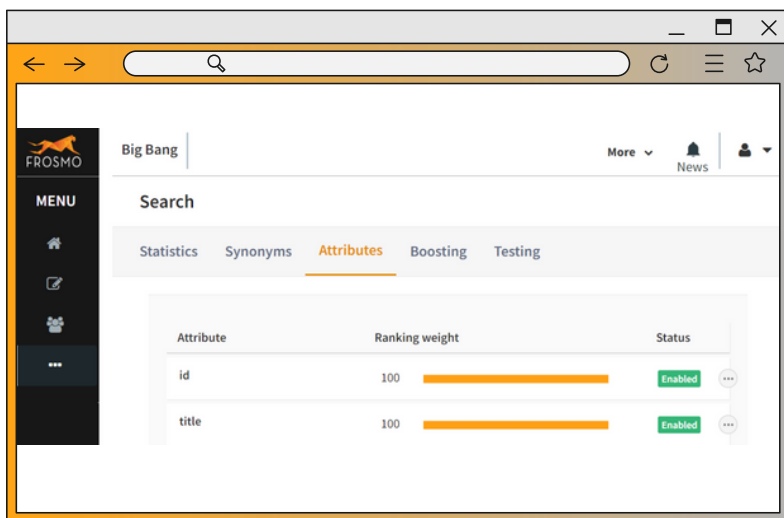
We didn't really have to do anything to the site on our end during integration. The recommendations and other features were injected to the site by Frosmo, and we could use our existing product feed without having to tweak it.



Karin Čubej,
Digital Director,
Big Bang

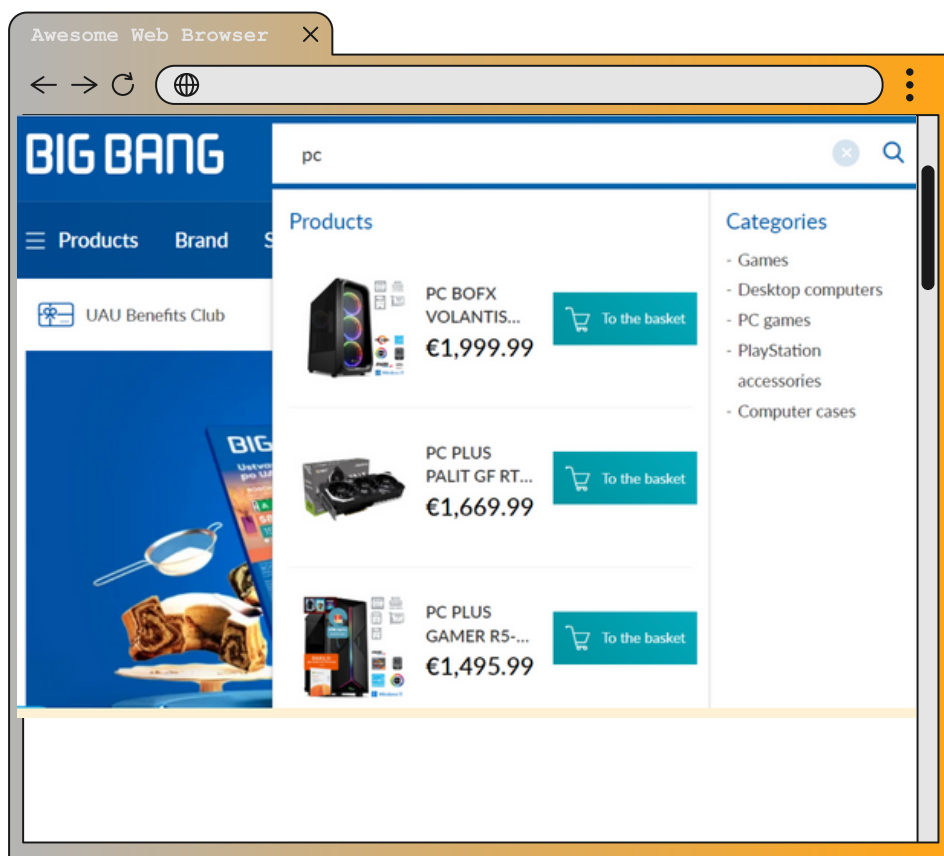


The real solution highlight, however, is **Frosmo Search**. Its search engine and set of tools allow you to boost and rank search results. You can also define product attributes and synonyms to be considered by the search.



The **Instant Search** box displays products, categories, and recommendations immediately without having to load the search results page. In fact, the search box displays recommendations already before the visitor has entered a search term.

A robust search solution with a possibility to boost, rank, and personalize the results was a deciding factor for Big Bang when choosing a personalization partner. Frosmo Search enables you to, for example, set ranking weights for product attributes, such as category, brand, or availability. This ensures that the search results are always relevant.



Before, it was difficult for us to show relevant search results especially for brands with products ranging from fridges to mobile phones. Now we can display not just products, but also categories in the search results. And we've been very happy with the results so far.

Karin Čubej,
Digital Director, Big Bang

Results

30% of the site revenue delivered through Frosmo

143% increase in revenue from purchases based on search

87% click-through rate for Frosmo Search results

Frosmo Instant Search has been running on the Big Bang ecommerce site for about six months and has been continuously tested against their previous search solution. The results have been impressive in Frosmo's favor.

Based on clicks, **almost 30% of the site revenue is currently delivered through Frosmo** product recommendations.

For purchases made after searching, **Frosmo Search has created 143% more revenue** than the previous search solution. The **click-through rate for Frosmo Search results is 87%**, which shows that the search results are accurate and relevant.

The support has been great. When our Frosmo team has presented us with new ideas and we've decided to implement them, the team has been very flexible thinking outside the box with adapting the solutions to our unique needs.

Karin Čubej,
Digital Director,
Big Bang



About Frosmo

Frosmo is a Finnish software company based in Helsinki. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each customer journey without the need for a complex integration project. The winning personalization formula consists of AI-driven product recommendations that optimize each step of the customer journey, delivering the best results in the market.

www.frosmo.com



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