

CyberSiteSearch Provides Recipe For Success To Gourmet Food Retailer

La Cucina Rustica

The Business Challenge: How to fuel continued 20 to 40% per annum revenue growth while controlling costs for this gourmet food online retailer.

The Solution: CyberSiteSearch E-Commerce Product Site Search.

The Results: Increased revenue via increased sales conversion rate and order sizes. Increased site traffic via search marketing features.

Fueling Continued Strong Growth

La Cucina Rustica is an online retailer of specialty gourmet food products. Founded in 1998, the company has experienced strong double-digit revenue growth in each of its 9 years of operation.



It became clear that in order to continue to fuel this strong growth, the company had to avail itself of state-of-the-art e-commerce technologies. At the top of this list was site search, principally because the company sought to aggressively expand the number of product lines and SKU's it carried. As the number of products offered on its web site increased, it became increasingly more difficult for visitors to locate products. Even more challenging was the fact that certain, more complicated product lines proved especially problematic for visitors to navigate due to the complexity of choices. Clearly, old fashioned keyword based search was inadequate for the task at hand.

The company examined several commercially available alternatives that were then on the market. Licensed products carried large initial fees that decreased the amount of capital that would be available for continued inventory expansion, which defeated the purpose. While hosted versions reduced initial expenditures, the ongoing monthly fees were prohibitively expensive, cutting into already slim margins and reducing the funds available for advertising, promotion and expanded operations.

So the company turned to its parent company Reinhart Technologies Inc. for a solution. The result was an affordable e-commerce product site search called CyberSiteSearch.

More Orders, Bigger Orders

While the old site search would confuse content pages with product pages and present results in cryptic text links CyberSiteSearch actually presented products instead of links, including their pricing, images and other details that promoted sales.

CyberSiteSearch facilitated customers finding exactly the right product. Search results featured best selling products at the top, increasing the probability of a customer purchasing that product.



In addition, customers can also peruse search results by sorting them in various fashions including by price, by popularity, by on sale, and by recent addition, depending upon what was important to them.

Even better, customers could also purchase directly from search results pages (instead of having to click through to product pages) as well as view related cross sell and up sell items.

The net effect of these features was not only more orders for the retailer, but also larger orders.

Navigating Complex Product Lines

The ability of CyberSiteSearch to easily implement product locator functions permitted the company to add several more complex product lines to their website and to effectively market them.

For example, a line of high-quality Italian cosmetics was added and site visitors were allowed to search for products that met their exact needs by specifying the precise combination of desired product attributes. A visitor could easily launch a single search to locate all products of a certain scent, audience (men, women, children), and category (perfume, bath foam, face cream, etc.).

The expansion of the site's coffee offerings by hundreds of SKU's was enabled by the use of CyberSiteSearch. Visitors could launch a single search to locate all the coffees that met their desired set of attributes such as roast, caffeination, grind, packaging, and special certification. Keyword based search would never have been able to support this expansion, since visitors would have had difficulty locating the desired products.

Moving The Right Product At The Right Time

As any retailer knows, it is critically important to move the right products at the right times. Seasonal products need to be sold during their season. New products need exposure to gain sales traction or they languish on the shelf.

CyberSiteSearch's merchandising capabilities permitted the company to promote specific products to the top of search results depending upon the keywords used by the customer. This garnered additional exposure for the desired seasonal, new, and otherwise slow moving products.

Invaluable Business Intelligence

La Cucina Rustica was also able to utilize site search reporting to its advantage.

By perusing site search reports the company was able to learn that visitors were looking for certain products the retailer didn't carry. Matching products were easily added in response to this knowledge.

The company also learned a great deal about strengths and weaknesses in its product line by observing what customer search for and then subsequently purchased or did not purchase.

As a result, the company was able to not only fine-tune its product offerings, but leverage that knowledge in its online marketing activities

Supercharged Google Marketing

The CyberSiteSearch Google Product Injection feature became an invaluable asset to the merchant.



Using this feature, all of the company's products were actively injected into Google and became visible in the Google shopping section as well as in the "Product Results" section of search results pages.

This immediately became the source of numerous orders each and every day to the company. Even better, this traffic was completely free of click charges from Google.

Increased Traffic From Increased Product Visibility

In the past, certain products were sometimes invisible to search engines due to poor or faulty linking. The CyberSiteSearch Search Engine Product Visibility feature solved that problem.

Every single product became visible to every single search engine via its comprehensive set of site maps that were automatically generated for search engine spiders. In addition, pages became associated with "long tail" search phrases used by site visitors.

As a result, the company saw increased site traffic.

The Result: The E-Commerce "Sweet Spot"

As a result of the deployment of CyberSiteSearch, La Cucina Rustica found itself in the e-commerce "sweet spot".

By implementing true e-commerce product search, CyberSiteSearch helped web site visitors rapidly locate and purchase products while facilitating larger order sizes. The result was increased revenue.

By leveraging product information, customer purchase data, and search history the site's product pages' visibility to search engines was increased and product data was injected directly into Google. The result was increased web site traffic.

And of course, those additional new visitors were assisted in exactly the same ways to rapidly locate and purchase products, resulting in still further increased sales.

This self-reinforcing process continues indefinitely, increasing both site traffic and sales – the recipe for continued revenue growth!

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