

Timberland Case Study

How Timberland Faced and Conquered the Challenge to Provide Higher eCommerce Revenues

An internal usability study in the fall of 2015 showed that search was Timberland's "Achilles heel" in the eyes of its customers. Site search was hindering their financial objectives and goals for online sales so Timberland, a V.F. Corporation brand, decided it was time to explore alternatives to SOLR – the default search engine in IBM WebSphere eCommerce.

To address the situation, Timberland looked at the solution that was implemented *and providing outstanding results* at The North Face, another major V.F. brand. Having faced similar challenges, The North Face selected EasyAsk to replace SOLR for search, navigation and merchandising. Once Timberland heard that The North Face experienced a *23% revenue boost*, they decided to go forward and implement EasyAsk for themselves.

An essential component of Timberland's eCommerce strategy was a search solution that truly delivered semantic search capabilities - a core strength of the EasyAsk product suite. As of press time, 95% of internal searches return good results, effectively eliminating the dreaded "no-results" page and a bounce rate reduction of 32%.

Business Impact

- ✓ 66 % boost in revenue from search
- ✓ 95% of Internal searches return good results to shoppers
- ✓ 54% increase in search conversions
- ✓ 70+% more transactions

In keeping with Timberland's objective to increase online sales, implementing EasyAsk has increased revenue from search by more than a whopping 66%.

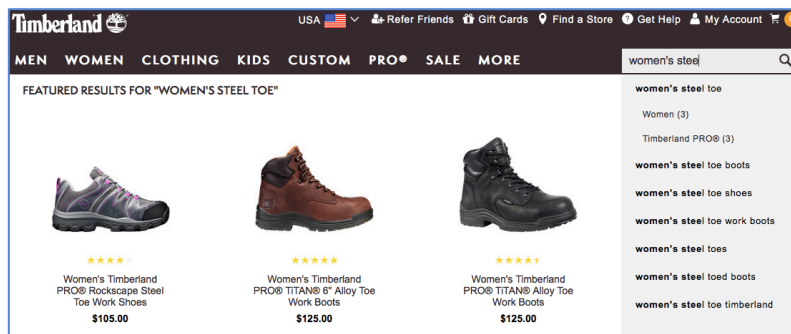
Other statistics are equally impressive, Timberland is reporting site search usage is up by 17% and search conversion is up by 54%, indicating that customers are using search more often, because they are getting the results they are looking for. These two factors clearly reflect the overall boost in revenue.

EasyAsk vs. SOLR

Unlike SOLR, EasyAsk’s easy-to-use Studio is designed for Business Users/Merchandisers instead of technical staff. This allows for new campaigns and other changes to be implemented on the fly, resulting in up-to-date merchandising that satisfies the shopper’s immediate needs.

Saving time and resources is also crucial to Timberland’s success. EasyAsk’s automation means the eCommerce team could spend their time on search instead of system tweaks – resulting in bigger gains and more immediate payoff. Using EasyAsk’s Merchandising Studio and Analytics suite to make, view and test changes allow them to view functionality within the Studio, without pushing changes live until they are confident of the updates.

Timberland is taking advantage of other EasyAsk features, too. For example, they have enabled Search-as-you-Type, EasyAsk’s version of advanced autocomplete. Search-as-you-Type delivers a more robust set of results that gives customers richer choices and a better search experience. It predicts what the user wants to search for *as they type* and immediately presents top products accordingly (shown left). Results update as the shopper continues typing.



Search-as-you-Type offers other benefits to shoppers, as well. For example, one-click shopping-cart access – the fewer clicks a shopper has to make, the more likely they are to buy. EasyAsk allows shoppers to eliminate a step by going directly from the search box to the shopping cart in just one-click.

Merchandising and promoting what’s hot combined with Search-as-you-Type allows Timberland to customize their autocomplete rankings and push the products they want to the top of list. This puts the focus on high-margin products, or products they’d like to move quickly.

Reporting and Analytics that Drive Results

Accurate reporting ensures that Timberland is meeting the ever-changing needs of its customers. EasyAsk’s easy-to-use Merchandising Studio and Analytics suite offers more intelligent reporting and analytics that provide targeted information and insights. These insights are critical in directing Timberland’s business strategy across multiple channels beyond their website, such as email targeting.

In conclusion

Timberland has taken their “Achilles heel” and turned it into the win they were hoping for. With 66% higher revenues and an ROI in just a few weeks, the results they were planning for have been greatly exceeded with the implementation of EasyAsk eCommerce Search.

About EasyAsk Technologies, Inc.

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EasyAsk is the leading independent provider of intelligent natural language search and merchandising functionality. We integrate with and enhance your existing eCommerce site by providing an intuitive User Experience that lets shoppers simply ask for what they need and get the results they want.

Let us show you how much can be done when you put the power of EasyAsk at the fingertips of your customers and your merchandisers. Contact us at 800 425-8200 or sales@easyask.com.