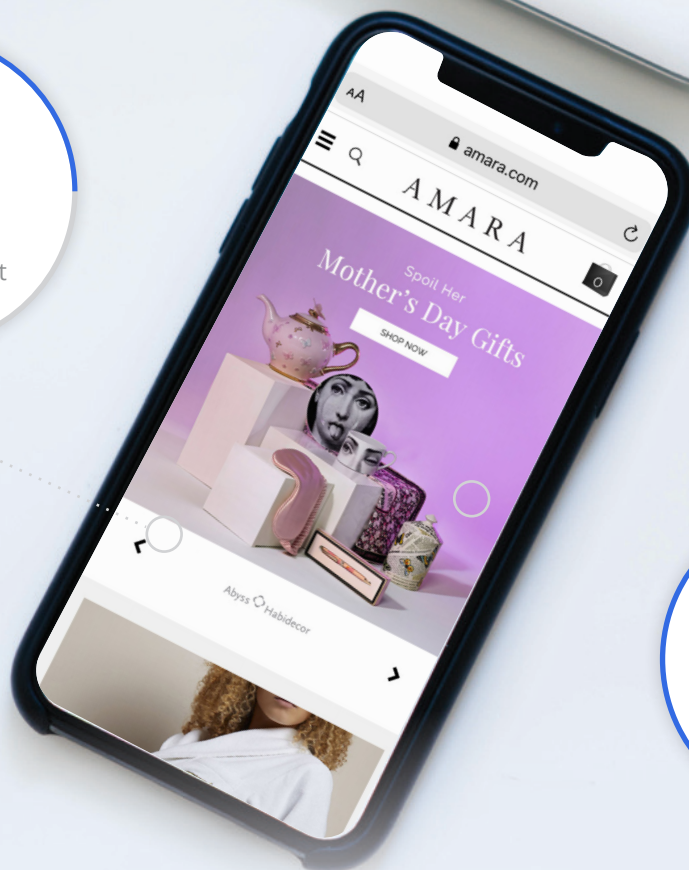


+
5x
forecasted
conversion uplift



+
Increased
team
efficiency

Attraqt + A M A R A

Attraqt helped AMARA to optimize their onsite experience across multiple territories whilst driving conversion, demand, and customer satisfaction.



"Attraqt has enabled AMARA to elevate onsite search, personalization and merchandising functionality in a way that puts the customer at the centre of the experience. With Attraqt, product discovery has become an efficient and essential part of our shopper journey. Significantly, our integration has boosted operational efficiency by arming the team that holds the site performance metrics with the ability to continuously implement strategic decision making. It's also clear that Attraqt continues to fortify the platform as they roll out their AI portfolio, and this looks set to support our growth trajectory in what is now a fiercely competitive, digital-first retail landscape."



Ben Blackwell, CMO
AMARA

Customer Profile

AMARA is the leading online destination for luxury homeware. Established in 2005 as an independent boutique, the business transitioned to become a pureplay in 2008, and has since grown to partner with over 300 of the world's leading home brands, including Versace Home, Missoni, Fornasetti and Kartell. Exceptional service, a fully-bespoke platform, and award-winning customer service – alongside twice-weekly new collection launches – has established AMARA as the go-to online destination for luxury homeware for a global audience in over 100 countries.

Market Challenge & Opportunity

With 24,000+ SKUs from 300 brands across 400+ categories, AMARA's challenge was how to ensure that the search, navigation, and product discovery user experience is always informative, efficient, and relevant across every shopper journey. Each product category and brand require different strategies and the challenge for the team was how to optimize the onsite experience at scale across multiple territories whilst driving conversion, demand, and customer satisfaction.

The Solution

Attraqt's platform was deployed to boost conversion rates from search, personalization and merchandising functionality. This provided the opportunity for automated systems to strategically display rich product category pages that respond to customer search and navigation - based on contextual behavior. These rules can be replicated and adapted across multiple global sites, so that local search and navigation fit cultural nuances or local strategies. This has given the merchandising and trading teams the ability to automate what was previously a heavily manual process.

An additional overlay of Artificial Intelligence (AI) has been added to the core functionality. This is so the team can automate the ability to segment and build groups based on specific shopper behavior patterns, enabling them to define and present the most relevant content and products to a particular type of shopper.





Results

With greater levels of automation and less manual input required, this has freed up the team to focus on trading strategies and creative curation. Allowing the team to manage multiple site locations with the right data, as well as the time to deeply analyze customer behavior and insights. This enables them to implement the correct strategies for each product category, has ultimately contributed to KPIs that support a cohesive AMARA brand and product discovery experience.

In addition, the introduction of AI supports AMARA's future path. New and upcoming features in Attraqt's AI portfolio and roadmap, like AI personalization and search, also aligned with future commercial goals.



Metrics

- **5x** forecasted conversion uplift
- Significant reduction in search exit
- Increased team efficiency driving greater capacity from the same resource



Attraqt powers exceptional shopping experiences for over 300 of the world's leading retail brands.

Attraqt's core products drive relevant and inspiring ecommerce experiences through personalization, search, recommendations, internationalization and Merchandising SaaS solutions. We enable international brands, manufacturers and retailers to optimize their ecommerce site performance by delivering exceptional shopping experiences to their customers.



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