

Swanson chooses
GroupBy to build its
**Next-Gen
Experience of
Online Shopping**



GroupBy Product:
Searchandiser

Industry:
B2C Retailer

Vertical:
**Natural Health &
Wellness Products**

Company Overview:

Swanson Health Products (SHP) is a natural health catalog and Internet marketing company headquartered in Fargo, North Dakota. The company sells natural health and wellness products, including health foods, dietary supplements such as vitamins, minerals, herbs, as well as natural personal care products directly to consumers through mail-order catalogs and an e-commerce website.

The Challenge

Enabling Swanson's Business To Have Greater Control Of Their eCommerce Content

As Swanson's growth accelerated, their merchandizing team needed to keep up with new products, promotions and placement to ensure company growth. For technical reasons, they relied on their IT team to create new pages on their eCommerce website.

Merchandizers had little flexibility to quickly respond to market needs or adopt new trends. To be competitive, they **wanted to leverage technologies like machine learning, driven by analytics and big data**, to get the right products in front of their customers.

The Solution

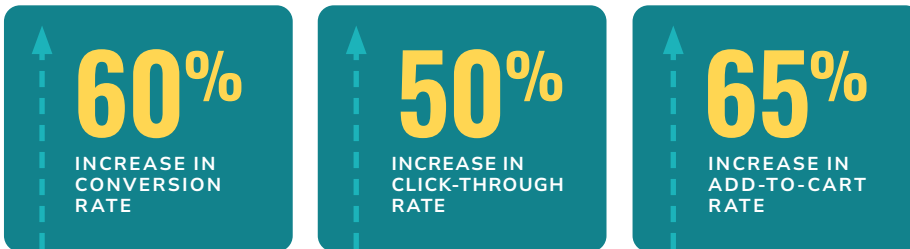
GroupBy's Site Search With Personalized Relevance

Swanson wanted a solution that could be implemented by IT but controlled by the business in a self-service approach. "We wanted a system that used more modern technologies like machine learning, integrated **recommendations** and **great search relevancy** based on what our customers were buying," said Eric Trautvetter, VP, Technology & ECommerce for Swanson Health Products. "It was critical for our site that the voice of our customers shines through. We saw a future with GroupBy that could provide great potential and could allow us to achieve what other GroupBy customers were doing."

[Continue reading for the solution & benefits >](#)

Swanson decided GroupBy's market-leading [Searchandiser](#) solution would provide a highly relevant and personalized onsite customer experience through site search, navigation, [recommendations](#) and customer insights. Its intuitive [Command Center](#) allowed Swanson to **manage rules, biasing, redirects, and synonyms**. "GroupBy is a partner who is **innovative and regularly adds new functionality** that is important for our business," says Trautvetter. "We evaluated GroupBy's roadmap and product direction and determined we could work with one partner, rather than multiple partners, and we could have a more strategic relationship with them."

The Results



The Benefits

Increased Conversion and Add-to-Cart Rates

"GroupBy's documentation was excellent, and they implemented beacons to provide us with high-quality data which resulted in great analytics for our business." Swanson also deployed GroupBy's [Data Enrichment](#) solution to help improve the quality of their product data by adding attributes like flavor, health concerns, lifestyle and more.

Swanson saw significant growth across all of their critical metrics. Within the year, the search click-through rate increased by over 50%. Search add-to-cart rate increased over 65% and the conversion rate increased over 60%.



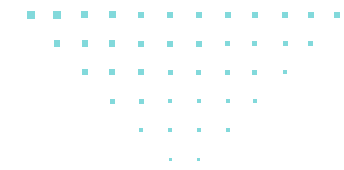
We gave GroupBy a crazy and unrealistic deadline and they were able to help us go live with Searchandiser the day before with no issues...



Eric Trautvetter
VP, Technology & eCommerce

GroupBy Overview:

GroupBy's cloud-native SaaS technology powers the world's most relevant and highly converting eCommerce websites. Our composable Product Discovery Platform powered by Google Cloud Vertex AI Search for Retail, provides industry-leading features for data enrichment, search, recommendations, navigation, personalization, merchandising and search analytics. GroupBy's next-generation search and recommendations platform creates seamless eCommerce experiences optimized for your business outcomes, including revenue, margin, and profit. We excel with complex, large-scale B2B configurations and in dynamic, high volume B2C scenarios. Founded in 2013, GroupBy is headquartered in Toronto, Canada and has offices in Austin, Texas.



Provide your eCommerce buyers with **best-in-class** shopping experiences.

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