



Swanson sells natural health and wellness products, including health foods, dietary supplements such as vitamins, minerals, herbs, as well as natural personal care products.

SWANSON CHOOSES GROUPBY TO BUILD ITS NEXT-GEN EXPERIENCE OF ONLINE SHOPPING

The Challenge

ENABLING SWANSON'S BUSINESS TO HAVE GREATER CONTROL OF THEIR E-COMMERCE 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."

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."

Swanson Health Products Results

↑ **60%**

Conversion Rate

↑ **50%**

Click-through Rate

↑ **65%**

Add-to-Cart Rate

The Benefits

INCREASED CONVERSION AND ADD-TO-CART RATES

"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," said Trautvetter. "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 Enrich 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%.

"Our partnership with GroupBy has far exceeded our expectations. I couldn't be more pleased with the success of this implementation between Swanson Health Products and GroupBy. We are very excited about the future and where GroupBy can take us."

Eric Trautvetter VP, Technology & e-Commerce, Swanson Health Products



Groupby Inc. transforms the way businesses interact with their customers online through data-driven commerce software solutions. We help many of the world's leading online retailers, distributors and manufacturers drive more targeted site traffic, boost order values and increase revenues. Our solutions provide industry-leading features for search, predictive type, data enrichment, navigation, merchandizing, recommendations and CMS.