

Fingerhut Harvests Failed On-site Search Terms for Immediate ROI

Single Coremetrics Report Generates \$1.1M in Value

Challenge

Leading catalog retailer Fingerhut realized they had a problem with their on-site search functionality, but had no way of truly quantifying it. In particular, Fingerhut had a hunch that many users were submitting searches on the site, and receiving zero results, causing them to leave the site dissatisfied. Fingerhut needed a way to determine the average number of users that were receiving the “not so user-friendly” failed search message. Fingerhut also needed to determine exactly which terms were failing when they should have been returning relevant results.

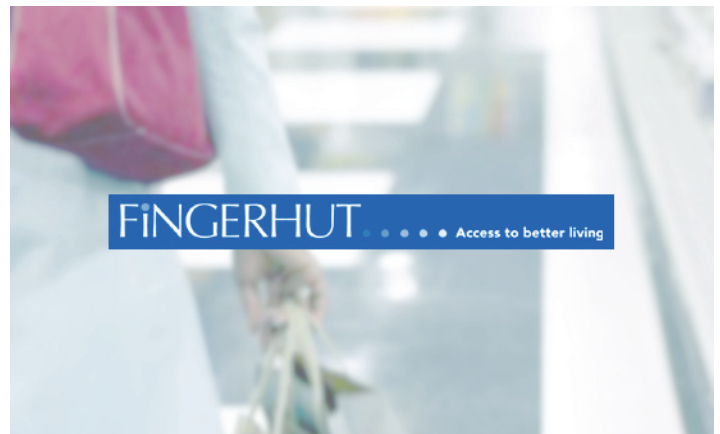
Solution

Fingerhut turned to Coremetrics for a solution. Working with their Coremetrics Retail Analyst, Fingerhut developed a custom “Failed Search Terms Report” that described exactly which terms returned a search with zero results, and the frequency at which those terms were entered by customers. Soon after implementation, Coremetrics deployed that new report into their Online Analytics web-based application. Fingerhut now had actionable data they could use to immediately increase search conversion.

Results

Using their “Failed Search Terms Report”, Fingerhut immediately determined that 55% of on-site searches were returning no results. They also found that their current on-site search engine was not using stemming (ex: “bed” returned results strictly for that word, but not results related to “bedding”) or plurality (ex: “pool” returned two pages of results but “pools” returned nothing). Fingerhut began to use the Coremetrics report to fix failed searches and saw conversion rates increase 26% after

fixing only 15% of the failed searches. These changes have yielded immediate ROI in the form of a 10% increase in search revenue. Fingerhut expects this single Coremetrics report to yield \$1.1 million of incremental annual revenue to the company within this fiscal year, with substantial additional gains in subsequent years.



“We knew on-site search was a problem but had no way to quantify it without Coremetrics. Within days of deploying our Coremetrics custom report, we gained outstanding actionable visibility that identified ‘low hanging fruit’ opportunities right away. This single report represents \$1.1M of annual value to Fingerhut. Extracting ROI from our Coremetrics investment is a slam dunk!”

- Director eCommerce, Fingerhut