

Intelligent & inspiring search and merchandising

Customer Profile

Superdry is a Tokyo inspired urban clothing brand, with online sales in more than 300 countries worldwide.

Market Challenge

A key challenge for the brand has been to create intelligent and inspirational search and merchandising functionalities on a multi-lingual platform across 21 international sites. It was essential that Superdry's international sites could compete effectively with local providers to provide fully integrated localization. In addition, prior to Attraqt, visual merchandising was manually controlled and generated clunky and cumbersome results.

極度乾燥(しなさい)
Superdry.

“ We were impressed by Attraqt's unique ability to achieve automated visual merchandising and fast multi-lingual search results no matter what the geographical location. We felt they were head and shoulders above the rest.”

Chris Griffin,
Head of Ecommerce at
Superdry

Key Achievements



Infrastructure & Internationalization

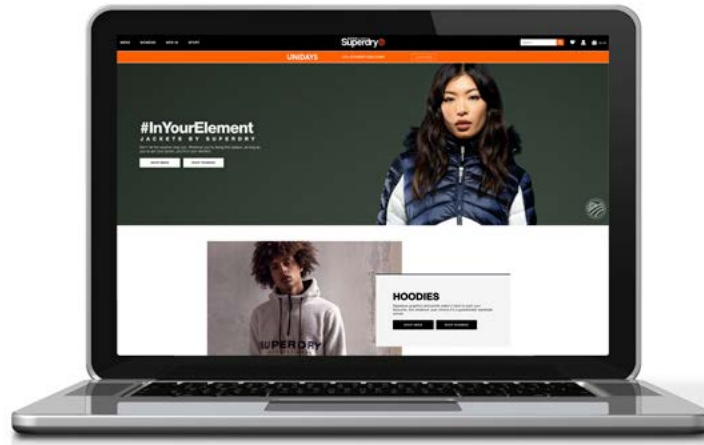
Successful roll-out of the solution across all of Superdry's **21 international multi-lingual sites**, with all sites performing equally well



Operational Efficiency

Merchandising that is much more effective and easy for the team to manage

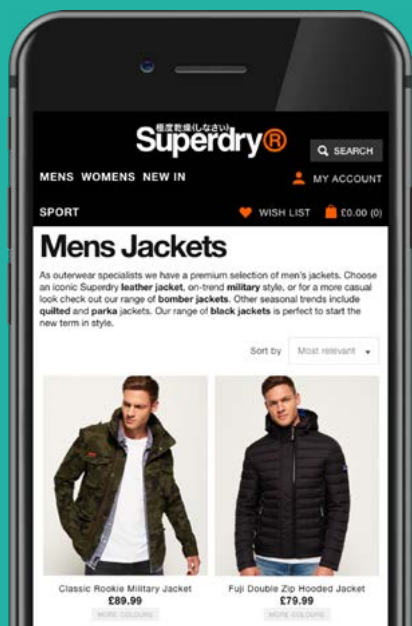
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The Solution

A unique platform addressing every ecommerce strategy in a single dashboard. Attraqt recreates the power of high-street product displays online. The technology can handle any level of sophistication from simple product sequencing to Balance Factor® weighting, which enables retailers to prioritize products according to metrics such as stock levels, newness, popularity and profit margins.

The software can perform automatically according to the client's configuration, but also allows users to make manual changes when required. Search results can also be weighted with Balance Factor, while intelligent navigation, spell correction and auto-complete functionality provide accurate results, virtually eliminating the risk of failed searches.



The Results



Infrastructure Gains

Attraqt has been rolled out to over **21** international sites – each with their own cultural, economic and social challenges.

“Attraqt offered the perfect combination of tools to control our search and merchandising” says Griffin. “Their technology delivers the same high-grade performance regardless of which country the site is operating in. The ability to maintain superior search and category performance on a totally multi-lingual basis has generated phenomenal, if not unprecedented success for us.”



Operational Efficiency

“We have experienced some real wins – our merchandising is much more effective and easy to manage, plus the system has undoubtedly driven revenue.”

“Attraqt’s ability to maintain superior search and category performance on a totally multi-lingual basis has generated phenomenal, if not unprecedented success for us.”

Chris Griffin, Head of Ecommerce at Superdry

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