

Creating better experiences & increasing sales

by bringing the store experience online for Crate&Barrel



Crate&Barrel

GroupBy Product:
Data Enrichment

Industry:
B2C Retailer

Vertical:
Furniture & Home Decor

Company Overview:

Crate&Barrel is an international furniture and home décor retail store headquartered in Northbrook, Illinois. They employ 8200 employees across over 100 stores in the United States and Canada, with franchises in Central America, South America, Asia and United Arab Emirates.

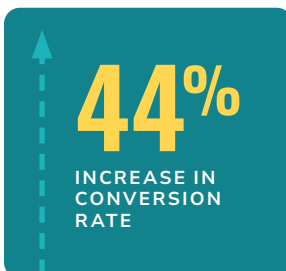
The Challenge

A Different Approach Driving More Value

Crate&Barrel developed an incredibly successful merchandizing approach to inspire shoppers in their retail stores. Naturally, a top priority for them was to translate that success to their online channels which required the **ability to represent the personality and intrinsic “touch and feel” of products** traditionally purchased in person. Second, it was important that it be **easy for shoppers to find and connect with products that best suit their personality and aesthetic**. After trying various options, Crate&Barrel selected GroupBy’s [Data Enrichment](#) solution.

Since implementing, Crate&Barrel has been able to present online shoppers with a more personalized “store experience”. Shoppers can now **browse and refine products more effectively** to find the perfect product for them. The result was a 44% increase in conversion rate (CVR), a 128% increase in revenue per visitor (RPV), and 37% increase in average order value (AOV).

The Results / Compared to the control group



Continue reading for the solution & benefits >

The Solution

Better Data, Better Experience

The [Data Enrichment](#) solution for Crate&Barrel began by expanding the product “vocabulary.” The GroupBy team **created new rich product merchandizing data and tagged it to products**. These additional product dimensions and “humanized” merchandizing data was then used to fuel the navigation and discovery experiences. The solution allows each shopper to **easily build their own navigation** by adding and removing product preferences to **create the most relevant product selection set** for them. The experience allows for near real-time updating of results as shoppers refine their preferences, **reducing the wait time** for the shopper to see updated and more relevant product options.

The Benefits

Small Iterations, Big Impact

The Crate&Barrel and GroupBy teams worked side-by-side with a shared passion of improving the shopping experience. By closely monitoring layout, design, and merchandizing performance, the teams have been able to **quickly identify improvements and new ideas** to “test.” The flexibility of the [Data Enrichment](#) solution **has made it easy to add and update product data and tagging strategies**, as well as test new UX elements and preference defaults, continuously improving results. Due to positive initial results, the Crate&Barrel team adopted the solution site-wide.

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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