

Transforming Luxury Resale with Next-Gen Search by GroupBy



REBAG

eCommerce Platform:
Shopify

GroupBy Product:
**GroupBy AI Search
& Filter**

Industry:
B2C Retailer

Vertical:
Luxury Accessories

Company Overview:
Rebag is the undisputed authority on buying, consigning, trading, and selling luxury accessories. From coveted handbags and fine jewelry to timeless watches and more, Rebag offers customers a seamless and transparent experience for their pre-owned luxury purchases. Founded in 2014 by Charles Gorra, Rebag has become a true leader in the booming luxury resale market, establishing itself as a trusted destination for discerning shoppers seeking exceptional value and authenticated pieces.



The Challenge

Rebag embarked on a mission to recreate the personalized service synonymous with a traditional luxury boutique within the digital realm. However, their previous search solution posed a significant obstacle. Unlike traditional retailers with standardized inventory, the inherent uniqueness of their inventory – each pre-owned item boasts a distinct SKU – presented a formidable challenge for the existing platform. This resulted in inconsistent and often irrelevant search results, frustrating customers in their quest to discover the perfect piece. Furthermore, managing their extensive inventory along with gaining a deeper understanding of buyer intent remained ongoing hurdles for Rebag.

The Solution

To elevate their online customer experience, Rebag implemented GroupBy's cutting-edge eCommerce Search and Product Discovery Platform. This industry-leading solution is powered by Google Cloud Vertex AI Search for Retail, leveraging the immense capabilities of Google's ML/AI technology. GroupBy's AI-first platform transformed Rebag's search experience in several key ways:

- ◆ **Improving Search Relevance and Accuracy:** Leveraging the power of AI, GroupBy ensures that even for unique or niche luxury items, customers are presented with highly relevant search results, significantly enhancing their search, browse and navigation experience.

- ◆ **Enhanced Product Findability:** Customers can now navigate Rebag's vast selection with ease, effortlessly locating their desired pieces thanks to GroupBy's superior search capabilities.
- ◆ **Streamlined Inventory Management:** Seamless integration with GroupBy's platform empowers Rebag to effortlessly manage their extensive inventory data. This ensures that product updates are reflected in real-time, and search results always showcase current stock availability.
- ◆ **Deeper Buyer Insights:** GroupBy's comprehensive analytics provide Rebag with invaluable insights into buyer intent and search behavior. This empowers Rebag to further refine their product offerings and tailor marketing strategies to resonate with their target audience.

The Results

Since implementing GroupBy AI-first Search and Product Discovery Platform, Rebag has seen significant improvements in their online shopping experience, translating into significant business growth:

- ◆ **Exponential Search Revenue Growth:** Rebag's search revenue has skyrocketed by over 50% and revenue per search improved by 60%. A clear indicator of the platform's effectiveness in driving sales and conversions through optimized search experiences.
- ◆ **Increased Purchases:** Rebag has experienced a significant rise of 24% in customer purchases. By understanding user intent, GroupBy's AI-first search was able to streamline the shoppers' online journey and influence buying decisions efficiently connecting users with the products they're interested in buying.
- ◆ **Elevated Average Order Value:** Customers are not only purchasing more frequently, but are also spending more per transaction. Average order value has increased by 21%, indicating a heightened level of customer satisfaction and engagement.



We are extremely impressed with the results we have seen in the short time since we started working with GroupBy. Our eCommerce channels are incredibly important to the success of our company, but it's hard to sell products if people can't find them with ease. We're confident our improved AI-first search experience will exceed our customers' expectations.



Charles Gorra
CEO and Founder of Rebag

A Winning Partnership

GroupBy's AI-first search platform is not simply revolutionizing the way retailers connect with their customers; it's redefining the very essence of eCommerce search. By providing superior search experiences and delivering valuable data insights, GroupBy empowers businesses to optimize their online operations, maximize revenue growth, and stay ahead of the curve in the ever-evolving eCommerce landscape.

In the case of Rebag, our search product was able to act like a bridge between a customer's intent and a purchase by helping them find desired items quickly and guiding them towards relevant products they might be interested in buying. This translated to increased satisfaction, higher conversion rates, and ultimately, a boost in overall sales.

Contact GroupBy today to learn more about how the AI-first Search and Product Discovery Platform can help you replicate Rebag's remarkable success to achieve similar results and unlock the full potential of your online business.