



CASE STUDY
 SOUTHBAG

Category Navigation,
category pages optimized
for more conversions.

DOOFINDER®



SOUTHBAG

Southbag is the paradise of backpacks, bags, suitcases...

More than 30 years of providing the most suitable and practical product, perfect for transporting your books to class, your documents and devices to work, or anything you need to carry to travel to any part of the world.

See how it works.

[DATA SHEET](#)

[DOOFINDER®](#)

Segment: backpacks, bags and suitcases

Platform: Shopware 5

Search Interface: *compact* (instant search)
/ embedded (results page)

Category Interface: *embedded* (navigation)

With Doofinder since: 2018

Top selling categories

On category pages, many systems only allow a single product of each type to be displayed. And, therefore, they do not display its possible variants, such as the same product but with a different color, size, features, price, etc.

This means that many times the most appropriate products or even the best sellers are “hidden.”

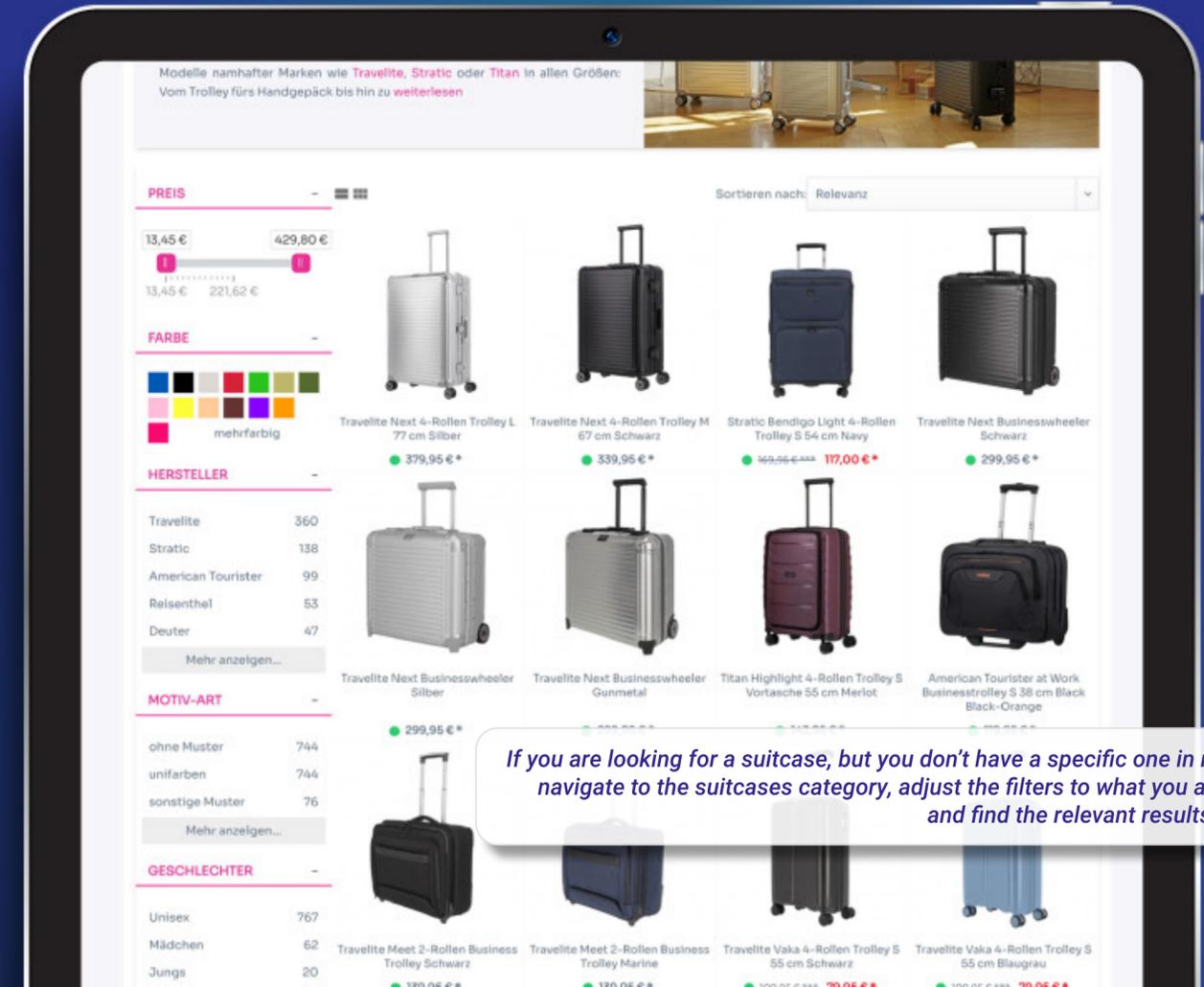
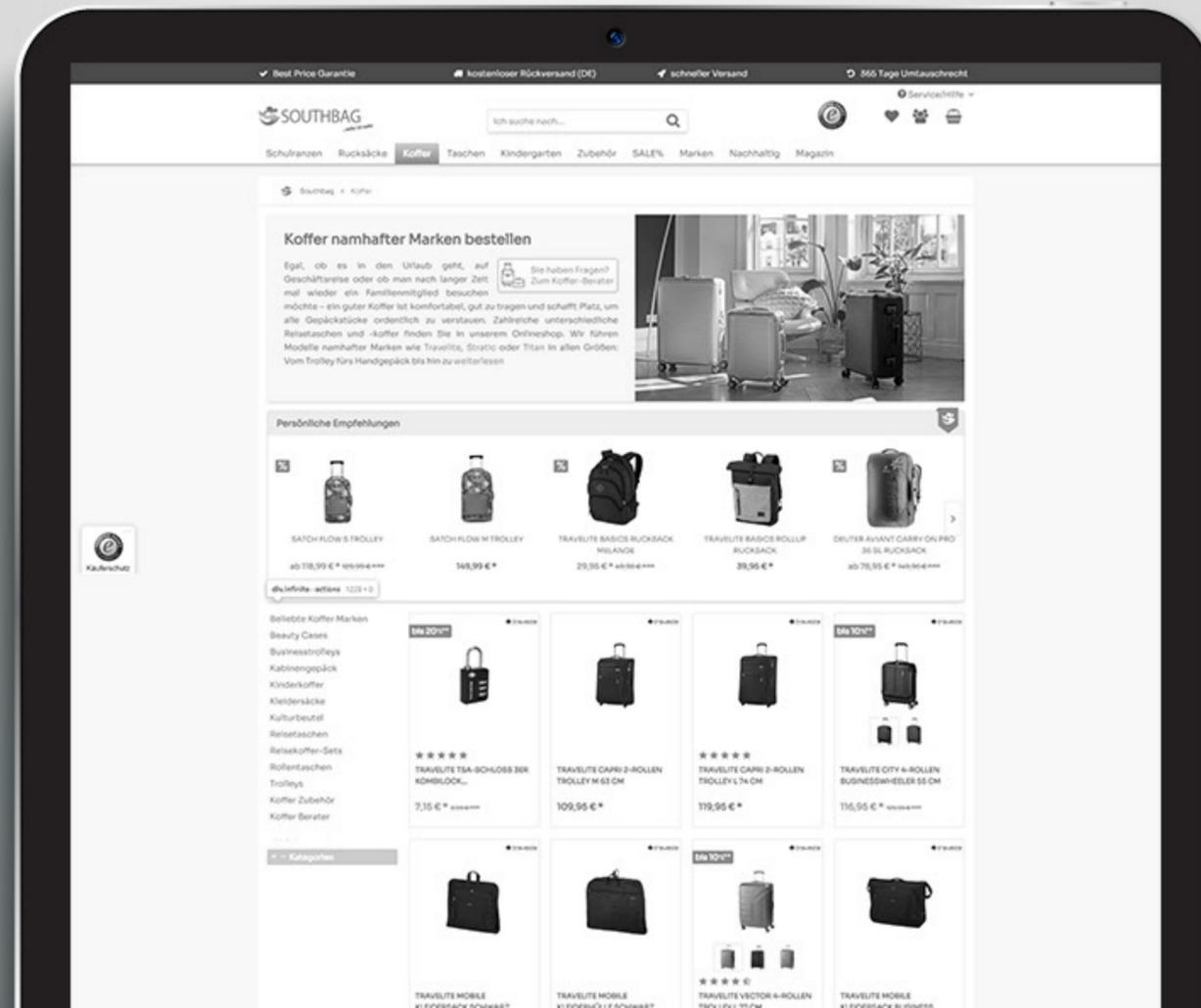
With Category Navigation, searching for products is much faster, easier, and rewarding. ***This is the Southbag experience.***

“

“With the standard platform solution, only a single main product of each type was displayed, with a guide price indicating “from €X.” This has often caused confusion and frustration among customers.”

- Albert Brüggemann / Head of IT & Projects

”



More speed = More sales

Reduce the number of clicks to make a purchase, which always improves the experience, and consequently increases the likelihood that products end up in the shopping cart and in the hands of a satisfied customer.

What you get:



Clear and fast navigation that produces a variety of relevant products.



A much more convenient experience. When filters are applied, the results display immediately and smoothly, without page reload.



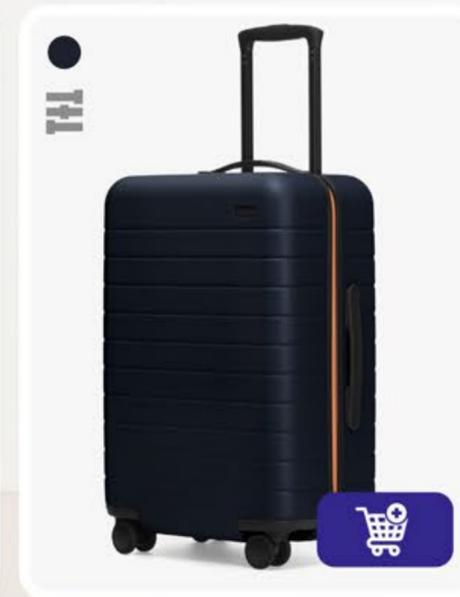
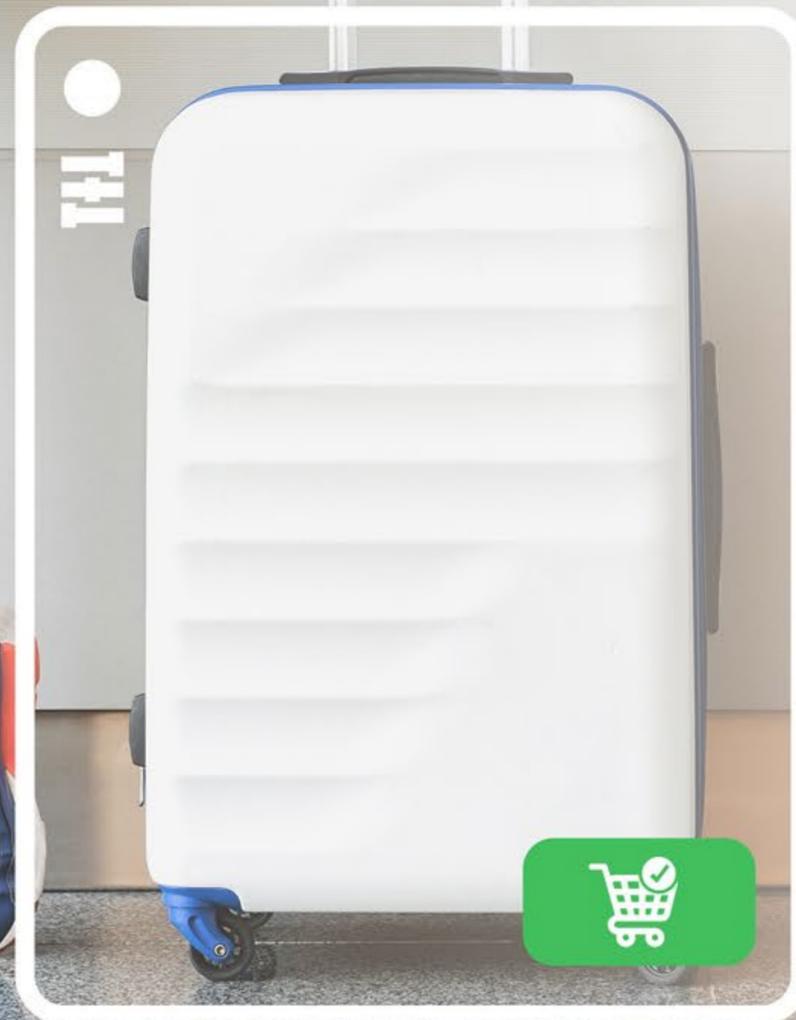
Category pages that convert by displaying the most attractive products to the customer.



Save resources by displaying products dynamically and automatically based on navigation data.

"When the filters are applied, customers see available products immediately, with specific information about each product. Without page reload!"

- **Albert Brüggemann / Head of IT & Projects**



Benefit from Category Navigation to improve conversion in your online store even more.



Facts in the numbers.



80%

Conversion improved in 80% of cases.



10-25%

Increased conversion by 10 to 25%.



Significant reduction in the bounce rate.



"We tried it with an A/B test on 5 categories. The product listing offered on the platform vs. the listing that Doofinder offered. The conversion index remained the same in only one of the listings. In the other 4, it improved between 10 and 25%."

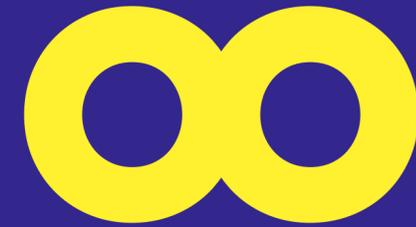
- Albert Brüggemann / Head of IT & Projects



Thanks

I want to try Doofinder

in my online shop.



DOOFINDER®

Powering results

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