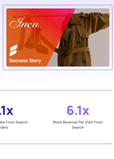
Incu

Incu shoppers gain personalised, powerful shopping experiences

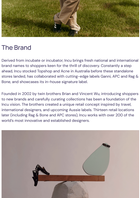


15%
Increase in Revenue From Shoppers Using Search

3.1x
Conversion Rate From Search Orders

6.1x
More Revenue Per Visit From Search

> *"For us, the power of Searchspring is its ability to read between the lines, understand our shoppers' intent, and use smart logic to help customers discover products they'll love. Searchspring has been a game-changer for our business, helping the guesswork from what we think shoppers want and showing us what they really love."*
>
> Alicia Davis
> Digital Project Specialist, Incu

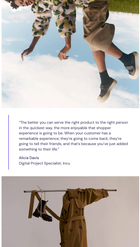




The Brand

Derived from incubate or incubator, Incu brings fresh-national and international brand names to shoppers keen for the thrill of discovery. Constantly a step ahead, Incu's buyers are always on the lookout for the next emerging brand stories landed, has collaborated with cutting-edge labels Gamit, AFC and Rag & Bone, and showcases its in-house signature label.

Founded in 2002 by twin brothers Brian and Vincent Wu introducing shoppers to the latest fashion trends from around the world, and the passion behind the Incu vision. The brothers created a unique retail concept inspired by travel, international designers, and upcoming Aussie labels. Thirteen retail locations later (including Rag & Bone and AFC stores), Incu works with over 200 of the world's most innovative and established designers.



The Challenges

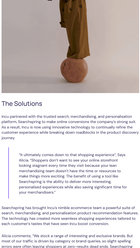
Incu wanted to reflect its personalised and genuine in-store customer service on its digital platform. However, after using native platform functionality for some time, it became apparent that standard search capabilities left shoppers wanting more.

Alicia Davis, Digital Project Specialist at Incu, explains, "If you have a large catalog and you're relying on the platform's native search, it can be pretty limited and hidden. You need your site search to work flawlessly. Shoppers can be quite brand-term driven. So the last thing you want is to miss opportunities because your site is returning zero results for specific and branded queries."

The most common customer experience feedback about the online store was that finding the right products was challenging. Shop assistants also use the website to enhance the in-store product discovery journey, showing customers additional items available online or in the warehouse. Unfortunately, in-stock items were out of sight using the existing online search functionality.

Additionally, manual merchandising processes were consuming a lot of Alicias time.

> *"Before using Searchspring, I remember a wide sales event we had covering many categories — around 20 pages across two sales collections. I spent an entire 8-hour day going through a merchandising process of 'drag product, save, drag again, save', grouping brands and placing together an appealing product mix. It was extremely tedious and time-consuming. Doing each weak just merchandising new arrivals pages. It now takes about 5 minutes on a Friday to tweak and check collections using the rules and logic in Searchspring."*



> *"The better you can serve the right product to the right person in the quickest way, the more enjoyable that shopper experience is going to be. When your customer has a positive experience, they're going to come back, they're going to tell their friends, and that's because you've just added something to their life."*
>
> Alicia Davis
> Digital Project Specialist, Incu



The Solutions

Incu partnered with the trusted search, merchandising, and personalisation platform, Searchspring to make online conversions the company's strong suit. Together, Incu is now using innovative merchandising methods to improve the customer experience while breaking down roadblocks in the product discovery journey.

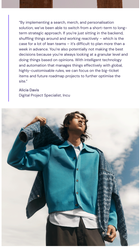
> *"It ultimately comes down to that shopping experience", Says Alicia. "Shoppers don't want to see any online storefront looking stagnant every time they visit because your team merchandising team doesn't have the time or resources to make things more exciting. The benefit of using a tool like Searchspring is that it helps you to provide those personalised experiences while also saving significant time for your merchandisers."*

Searchspring has brought Incu's nimble ecommerce team a powerful suite of search, merchandising and personalisation product recommendation features. The technology has created more seamless shopping experiences tailored to each customer's tastes that have seen Incu boost conversion.

Alicia comments, "We stock a range of interesting and exclusive brands. But most of our traffic is driven by category and brand queries, so slight spelling errors were often leaving shoppers at zero results dead-ends. Searchspring has helped us eliminate those frustrating moments. Searchspring has also had its clever things like using synonyms and personalised recommendations to keep the discovery journey going. These technologies show shoppers more of what they want, and we've seen rapid uplifts in conversion and cart size as a result."

Searchspring's synonyms and [zero search results reports](#) help Incu's merchandisers continuously improve the shopping experience by refining and expanding search terms to ensure that shoppers never hit a dead end. During an older campaign link, Incu has turned 404 pages into sales opportunities.

[Personalised product recommendations](#) serve customers with items they're sure to love based on previous shopping behaviours. Tailored product suggestions can be placed strategically anywhere on your site, serving shoppers with similar and complete the look items, trending and best-selling product suggestions, cross-sell and up-sell recommendations, and more.



> *"By implementing a search, merch, and personalisation solution, we've been able to switch from a short-term to long-term strategic approach. If you're just sitting in the backend shuffling things around and working reactively – which is the case for many teams – you're only looking at what's happened a week in advance. You're also potentially not making the best decisions because you're always looking at a granular level and not the bigger picture. Searchspring's blend of human control and automation that manages things effortlessly with global, highly-customisable rules, we can focus on the big-ticket items and future roadmap projects to further optimise the site."*
>
> Alicia Davis
> Digital Project Specialist, Incu



The Results

From implementing Searchspring in 2021 to 2022, Incu saw a 15% increase in revenue attributed to shoppers using search with 6% more revenue per visit generated vs without search. Conversion rates from search-derived orders have also been lifted 3.1x higher than those without search.

The results aren't the only thing creating a lasting impression. Alicia comments on the ease and professionalism of the setup process, "Searchspring managed the bulk of work with our implementation quite seamlessly — something which is a huge benefit during peak periods like Black Friday / Cyber Monday, Christmas, and Boxing Day sales. The team was extremely organised and professional throughout the entire process, and communication was amazing. The whole process was fast but efficient. We also started noticing conversion uplifts within a week of going live."

Searchspring's data intelligence is now driving actionable insights, significant time-savings, and outstanding outcomes for the Incu team and their shoppers.

"The reporting capabilities of Searchspring are brilliant. Of course, there are insights you can get from Google Analytics, but they can be hard to read and adjust with custom segmented reporting," Says Alicia. "With Searchspring, we can easily understand the impact of our merchandising efforts and campaigns using search, conversions, revenue, and other metrics comparing search-driven journeys to those without search. The information at hand has helped us minimise and re-route things like spelling mistakes and zero results to get the right products in front of shoppers."

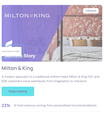
Clever product boosting rules and automation have also cut merchandising time and effort from over half a week to mere hours. As a result, the team now has the breathing space to prioritise strategic initiatives and create even more remarkable shopping experiences.

Incu is now integrating Searchspring with Klaviyo, its email marketing platform, to show personalised product recommendations at even more stages of the buyer journey. Alicia and the team look forward to this integration's tailored email cross-sell and product discovery capabilities, which are set to keep pre-and post-purchase experiences as fresh and exciting as Incu's online store.

> *"It's been a really enjoyable partnership between Incu and Searchspring. We work really closely with our Account Manager, Jacinda. It's fantastic having someone locally in the same time zone, and with a wealth of knowledge from her in-house days in previous retail roles. She picks up on things, she understands the challenges we're facing, and she's constantly based on what other clients are doing. If you want to pick up the phone to call, you can. It's not always like that with every tech partner. It's such great support to work with a company like that, where they make time for you and you know they care."*
>
> Alicia Davis
> Digital Project Specialist, Incu

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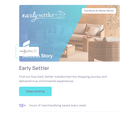


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