

Laura Mercier Increases Conversion from On Site Search by 40%

laura mercier®

A favorite among celebrities such as Angelina Jolie and Sarah Jessica Parker, Laura Mercier Cosmetics are available online as well as in over 400 stores in 24 countries. In its tenth year of business, Laura Mercier has achieved over \$120 million in sales by appealing to the stars as well as the not-so-famous.



The Challenge

With the help of Coremetrics Online Analytics, Laura Mercier had identified that their highest conversion rate came from visitors who searched for products once they arrived on their web site. However, the number of visitors leaving from on-site search results pages was too high, indicating that potential customers were not finding the products they were seeking. "I began searching myself, and to my dismay, realized I couldn't find the products I wanted either," said Laura Mercier's Director of eCommerce. Clearly, conversions and sales would improve with a concentrated focus on on-site search.

Solution

Laura Mercier called on their Coremetrics' Business Analyst to help identify specific components of their on-site search that could be optimized to increase conversion. The analyst, using Coremetrics' Merchandising Reports, offered four significant recommendations for improvement:

- adding thumbnail images to on-site search results
- increasing clarity of the product description text
- eliminating irrelevant results
- optimizing the algorithms that determine the order in which on-site search results are displayed.

Laura Mercier quickly made these changes, and as luck would have it, it didn't take long for the company to put their changes to the test. Robin McGraw, wife of television's favorite psychologist, Dr. Phil, is a devoted Laura Mercier fan. In response to numerous emails from viewers commenting on her stay-put lipstick, Robin spontaneously announced on air that she wore "Lip Glace" from Laura Mercier. Sales tripled instantaneously, as visitors began searching for the desired product on the Laura Mercier site. Keywords for "Dr. Phil," "Robin" (and all its variant spellings), "Glace" and more were added as well as suggested cross sells. The new on-site search strategy of succinct descriptions and the elimination of unrelated search results proved to be successful.

Results

The conversion rate for visitors who performed on-site searches improved by 23% within the first month of Laura Mercier's improvements. Cross sell also increased, helping account for a 20% increase in online sales. The Laura Mercier team credits their Coremetrics Client Services team for identifying the on-site search opportunity and guiding them to the actions that resulted in:

- 23% increase in visitor to buyer conversions
- 10% increase in average order value
- 20% increase in online sales.

"Our Coremetrics industry specialists help us prioritize on where to focus first, and the results speak for themselves – our average order value grew by 50% in two months"

-- Director of eCommerce, Laura Mercier