



**Stor&Liten** uses Loop54 to leverage an important visitor segment and eliminate manual search merchandising work

## BACKGROUND

Stor&Liten is a classic Swedish toy retailer, with an **annual turnover of €3.6M** (2016) in Sweden.

Its e-commerce store is hosted on the Storm by Enferno platform, and before engaging Loop54, Stor&Liten was using the default platform search functionality. **Visitors using search accounted for 56% of total turnover.**

## CHALLENGES

Stor&Liten suffered from low findability, due to inconsistent product branding and descriptions, so it was perhaps unsurprising that their conversion rate fell consistently below target.

Staff had to dedicate a lot of time to manually merchandising and maintaining search.

## RESULTS WITH LOOP54

On running a 50/50 split A/B test for 200K visitors, Loop54 helped Stor&Liten achieve a **16.1% increase in e-commerce revenues**. The platform also benefited from faster search response times and higher internal efficiency.

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