



supply™  
by Industries for the Blind

Industry : B2B eCommerce - Office & Industrial Supplies

E-commerce Platform: Custom

Site Search: SOLR



↑40%

INCREASE IN  
TOTAL REVENUE  
FROM SITE SEARCH  
IN SIX WEEKS

↑35%

INCREASE IN  
REVENUE PER  
SEARCH SESSION

↑22%

INCREASE IN  
SEARCH  
CONVERSION  
RATE

↑11%

INCREASE IN  
AVERAGE ORDER  
VALUE

*"I don't look at Unbxid as just a technology platform. It's a partnership to develop my business, which ultimately means we're meeting our customer's needs better and faster. This partnership helps us focus on our core business."*



**Harley Thomas**

Sr. Director of Corporate & Digital Marketing, ibSupply

## HOW ibSUPPLY GREW REVENUE BY 40% WITH UNBXD'S SEARCH PLATFORM

ibSupply.com is a leading online office and industrial supplier operated by ibMilwaukee. They are a national manufacturer, supplier and distributor utilizing innovative technologies to empower a passionate and diverse workforce, many of whom are legally blind or visually impaired.

## MANAGING SITE SEARCH INTERNALLY - NOT A FEASIBLE OPTION ANYMORE

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With ibSupply.com's fast expanding catalog, managing site search internally had become a difficult problem to solve. *"It was frustrating to see that consumers were not able to find the products they were looking for"* says Harley Thomas - Senior Director of Corporate and Digital Marketing.

Before Unbx, ibSupply hired an expert to manage the search platform on SOLR. However, continuing to work with SOLR meant a great deal of manual configuration by the full-time dedicated resource, and months of programming to get any material results. That is where Unbx came in.

Unbx's Machine Learning Site Search helped ibSupply solve this problem with

advanced algorithms that understand shopper intent and deliver highly relevant results with insights drawn from the global catalog.

Natural Language Processing and Semantic Parsing help Unbx's search technology go beyond the traditional text-match algorithms, which make ibSupply's search error-tolerant and deliver relevant results.

The guided visual search along with the dynamic filters generated for each category helped buyers reach their desired products faster. This improved customer experience on the site dramatically and increased conversions.

## UNDERSTANDING B2B INDUSTRY DYNAMICS

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B2B eCommerce sites can no longer get away with just online processing added on to their basic utilitarian print catalogs. A great customer experience is extremely important. Understanding B2B buying behavior plays a crucial role in achieving this.

*"Unbx not only understood the technology, but also got the business part of it. They looked at things from a B2B perspective and not just a B2C perspective."* recalls Harley, on evaluating vendors in the space and choosing Unbx.

# BUILDING LOYALTY IN B2B ECOMMERCE BY MAKING PRODUCT DISCOVERY FASTER AND EASIER

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There are challenges unique to B2B eCommerce that Unbxid solves for ibSupply.com.

## Making repeat buying incredibly easy

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A significant proportion of customers on ibSupply.com are repeat buyers of the same basket of products. Reducing the time it takes to place these repeat orders is crucial.

Unbxid enabled ibSupply.com shoppers with an easy to use ability to search by part numbers, to quickly find the exact products they needed. Part number searches also bring up Intelligent Visual Autocomplete, which allows shoppers to go directly to the product page or even add to cart, without needing to go to a search results page.

Shoppers looking for products with specific compliance requirements are directly able to narrow down to compliant products (AbilityOne, Green, TAA, GSA, etc.) with relevant filters on the search results pages.

## Helping new shoppers buy products quickly

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In Harley's own words, *"as ibSupply.com's catalog grew, we needed site search to scale and meet the needs of shoppers"*. Unbxid's Advanced Contextual Search understands the intent of shoppers and connects them to the right set of products. This is a huge technological leap from the common text-match search that many websites rely on, which often returns irrelevant results.

ibSupply.com is optimized for multiple query types. Unbxid's built-in synonym corpus and machine learning spell check also ensures that the site is error tolerant and accommodates a wide range of searches, without the need to manually add synonyms for stemmed words or spelling errors.

B2B buyers who shop across a variety of categories tend to find product specifications too technical, which makes it hard to differentiate and choose the right products. Unbxid solves for this by triggering Dynamic Search Filters on the fly, so shoppers can intuitively drill down with the most popular product attributes, to the products they need. These filters are completely customized for different products and categories.

## GETTING STARTED WITH MERCHANDISING TO BOOST REVENUE

With advanced automated search capability in place, optimization of search experience was the natural next step. Unbxid Merchandising Workbench enables the ibSupply.com team to create and optimize dynamic landing pages for specific search queries. It also helps them apply business rules to search results without IT assistance, which directly contributes to growth in revenue.

### WHAT'S THE STATE OF PRODUCT DISCOVERY ON YOUR WEBSITE?

Request Unbxid's FREE Shopper Experience Study. To prepare this customized report, we will evaluate your website across 45 key parameters. Over 80 IR500 Retailers have taken advantage of our study to understand how they can connect their shoppers with the right products effectively.

You will get:

- ✓ Usability insights that are disrupting the customer experience on your website
- ✓ Expert advice on how you can fix these product discovery issues to improve conversion rate

**REQUEST YOUR SHOPPER EXPERIENCE STUDY**