



**APMEX**<sup>®</sup>  
*Investments You Hold*<sup>™</sup>

SUCCESS STORY | MAY 2024

**Transforming precious  
metal retail: APMEX's path  
to enhanced search  
experience with Netcore  
Unbxid Dimension Search**

Founded: 2000

Headquarters: Oklahoma  
City, Oklahoma, USA

Industry: Precious metal  
retailer

# APMEX's Glittering Journey

## Building bullion empires, one ounce at a time

APMEX is a major ecommerce retailer in the Precious Metals industry. It was founded in 2000 by Scott Thomas in Edmond, Oklahoma, as a small retailer.

Since then, it has grown significantly and currently boasts over \$14 billion in transactions with 180k SKUs. Also, the Internet Retailer Magazine ranked APMEX the #1 specialty e-retailer.

The brand has earned a reputation as a reliable and trustworthy company known for its transparent pricing, authenticity, and excellent customer service.

It has also become a single source of information for beginners entering the precious metals market.



Transactions uptick

↑ 22.80%



Conversion rate

↑ 13.41%



Customer engagement

↑ 08.01%

# Are precious metals industries in need of product discovery?

A search product discovery is vital for precious metal ecommerce retailers due to their extensive inventory and complex attributes.

Here's what customers expect:



**Seamless functionality:** Easy navigation through different metals, weights, and purities consumption



**Personalized recommendations:** Tailored suggestions to enhance their shopping experience



**Increased engagement and sales:** A compelling experience that leads to more interaction and purchases

# Key Business Challenges for APMEX

## Inefficient keyword-based search:

APMEX's traditional keyword-based search system had limitations in interpreting user queries and accurately matching them with relevant products. As a result, customers may occasionally encounter search results that are not precisely aligned with their preferences, which can sometimes lead to a less-than-optimal shopping experience.

## Difficulty in attribute-based searches:

Customers sometimes find it challenging to locate products with specific attributes like purity, weight, and brand. The existing search system could benefit from enhancements to better filter and refine search results based on these attributes, potentially improving the overall user experience.

## Lack of personalization

Due to the absence of personalized offerings, APMEX may have overlooked the chance to suggest products based on customer preferences, potentially affecting revenue opportunities. This could result in generic product recommendations and search outcomes that may not fully align with customer interests, potentially impacting engagement levels and conversion rates.

## Competitive disadvantage:

Providing a superior search experience is crucial for maintaining a competitive edge in the highly competitive precious metals industry. APMEX aimed to keep enhancing its search capabilities and providing personalized experiences to customers.

This prompted APMEX to enhance its search functionality by implementing a new product discovery solution. Customers can now easily filter and refine their searches based on specific attributes, improving their overall shopping experience.





# The Solution

## Netcore Unbxd proved invaluable for APMEX's growing product line.

Its hyper-relevant search results, APMEX enhanced its category listings, and customers can now effortlessly locate the products they want, making it simpler for them to invest in their future.

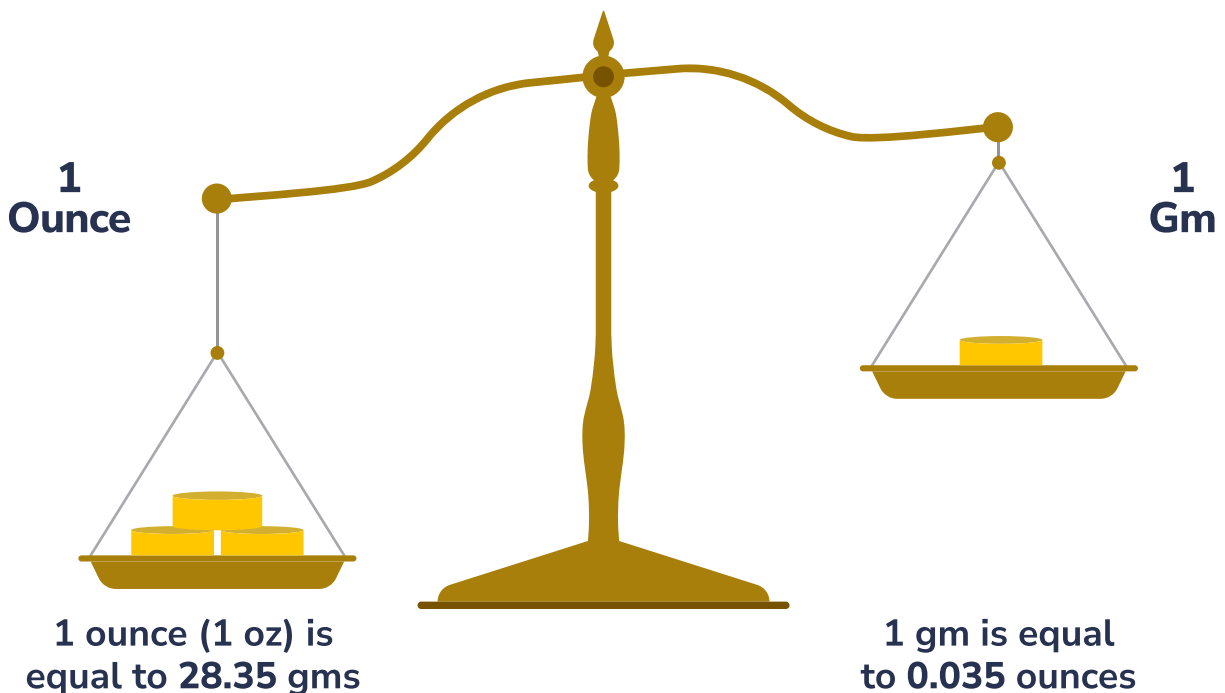
Our dimension search algorithm recognizes and fine-tunes search results for queries containing numeric quantities such as currency, date, size, and weight.

## Normalized measurement dimensions

Understand numerical measurements provided by the shopper in the search query to detect the most relevant products.

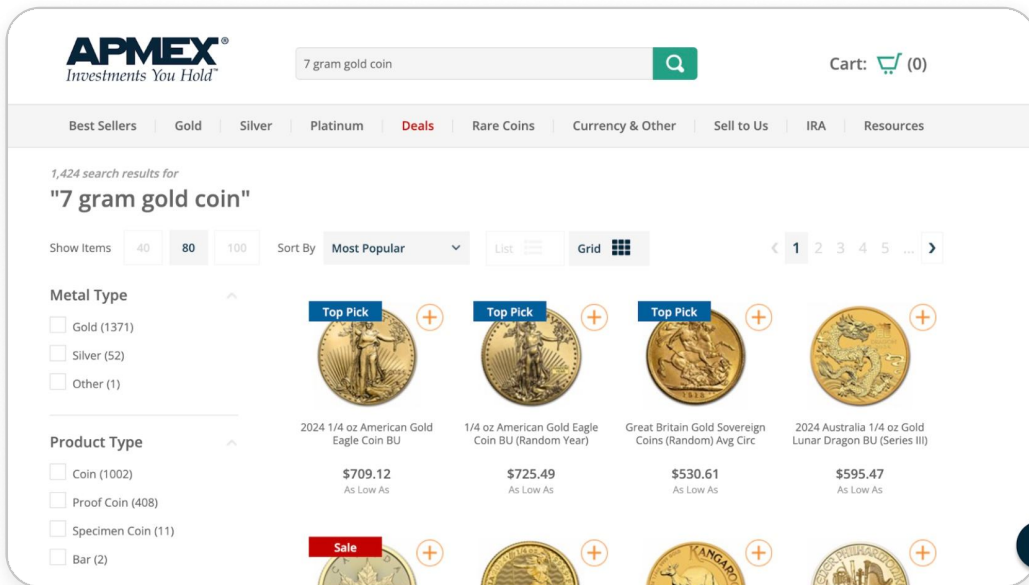
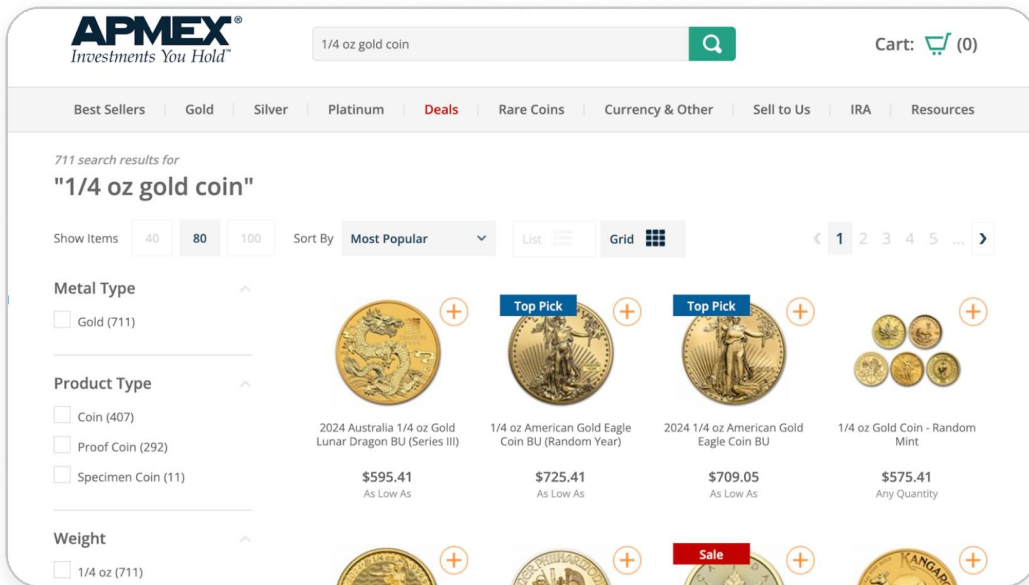


Heads up: It is important to understand the different systems of measurement.



Now, Netcore Unbxd's dimension search not only understands the intent behind the shopper's query but also breaks down the different metric systems and displays the most relevant result within milli seconds.

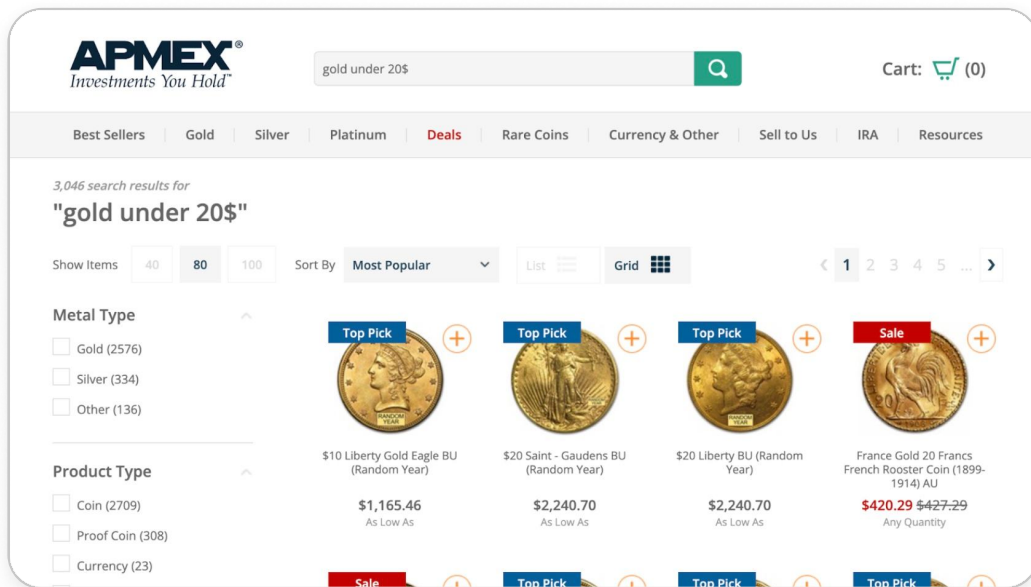
For example, the search query containing 0.25 oz and 7 gms will match the catalog containing 1/4 oz.



## Range understanding

Improves the search bar relevancy by showing relevant results for queries with a range.

For example, the query 'gold under 20\$' is nailing the results.







# The Unbxd impact

## Enhanced user experience

The dimension search significantly enhanced the user experience by delivering more relevant and accurate search results. Moreover, this feature led to a **22.08%** increase in total transactions, demonstrating its positive impact on engagement.



**Find the perfect product fast:** Customers could quickly find products based on specific attributes such as metal type, weight, purity, and brand, leading to a smoother and more efficient shopping process.



**Maximize customer satisfaction:** The intuitive search interface empowered users to easily navigate APMEX's extensive inventory, enhancing satisfaction.

## Increased conversion rates

With the dimension search, customers could easily find products that matched their preferences, which significantly increased their likelihood of completing a purchase. This improved functionality resulted in an impressive **13.41%** increase in overall conversion rates.



**Reduced time to discovery:** The improved search functionality reduced the time customers spent finding desired products, resulting in a higher conversion rate.



**Improved conversions:** By streamlining the search and discovery process, APMEX witnessed a notable increase in conversions, translating into tangible revenue growth.

## Improved customer engagement

By enabling users to find the right products quickly and effortlessly, APMEX significantly improved customer satisfaction, as evidenced by an impressive 8.01% increase in customer engagement.



**Discover more products:** Customers were more likely to explore APMEX's product offerings and discover new items relevant to their interests.



**Fostering trust:** The dimension search was crucial in building long-term customer relationships and establishing APMEX as a trusted destination for precious metal purchases.

# Testimonial

“Netcore Unbx.com has significantly helped the way our users search for products, making the product discovery process more functional and user friendly. The improved search capabilities have increased our overall conversion and customer engagement, which is a huge win!

Furthermore, Netcore Unbx.com service allows us to have a great deal of customization options, which allows us to give personalized attention to our top searches. Also, Netcore Unbx.com has great reporting that gives us the capability to keep track of overall search health and to find areas of improvement.

Netcore Unbx.com technology is a great service, and they have a great support team. Would recommend exploring Netcore Unbx.com if you're looking for a service to help your company take site search to the next level!”

**Kathryn Harmon,  
APMEX CRO Manager**

<https://www.linkedin.com/company/apmex-inc/>

## About Unbx

Netcore Unbx is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially.

**APMEX**<sup>®</sup>  
*Investments You Hold*<sup>™</sup>

 **Netcore**  
**UNBXD**

### Contact Us

---



1710 S. Amphlett Blvd  
Suite 124 San Mateo,  
CA 94402



[sales@unbx.com](mailto:sales@unbx.com)  
[support@unbx.com](mailto:support@unbx.com)



+1 (650) 282-5788