



MIGHTY HELPFUL™
MITRE 10

SUCCESS STORY | MAY 2023

Streamlining the Path to Purchase: Mitre 10's Implementation of Netcore Unbxid for Better Product Discovery

Founded: **1959**

Headquarters:



Melbourne, Australia

Industry: **Hardware Store
Supplies**

Product Range: **30,000+
SKUs**

Mitre 10

Key Business Achievements

	Search Usage	↑ 261%
	Drop in Zero Queries	↓ 60%
	Avg. MoM Conversion Rate	↑ 21%
	Avg. MoM Per Session Value	↑ 41%
	Average Order Value (AOV)	↑ 17%

Mitre 10 and Home Hardware stores make up Australia's largest network of independently owned hardware stores, demonstrating a solid commitment to independently operated homegrown businesses. With a retail network of over **600 stores** across four brands, Mitre 10 has built an exceptional reputation for convenience, service, and accurate advice since 1959.

Mitre 10 identified the problem of inadequate search functionality and turned to Netcore Unbx's AI-powered eCommerce search and product discovery platform to optimize their onsite search experience.

Mitre 10's partnership with Netcore Unbx has been a game-changer for our online retail operations. Previously we struggled with an inflexible and suboptimal search functionality and now with Netcore Unbx, we have a comprehensive solution that has exceeded our expectations.

The search algorithm's intelligence, personalization, and merchandising features have made a substantial impact on our customers' shopping experiences, resulting in more relevant and contextual search results and a 60% reduction in zero-result searches.

The Autosuggest capabilities further optimized our search quality and contributed to notable sales growth.

We couldn't be more pleased with the positive impact Netcore Unbx has had on our business.

Alex Dalidakis

eCommerce Experience Lead, mitre10.com.au



Problem

For optimizing in-site search, Mitre 10 used Magento's default Elastic Search. However, the limitations of Elastic Search hampered Mitre 10's ability to be efficient, accurate, and relevant. Mitre 10 faced a number of obstacles, including a [lengthy path to purchase](#), [search results that didn't align with shopper needs](#), and instances where [relevant queries returned zero products](#).

Solution

To mitigate the losses on revenue and conversions caused by search shortcomings and differentiate themselves in the competitive eCommerce market, Mitre 10 decided to transform their shopping experience with Netcore Unbxd's eCommerce search and product discovery platform.

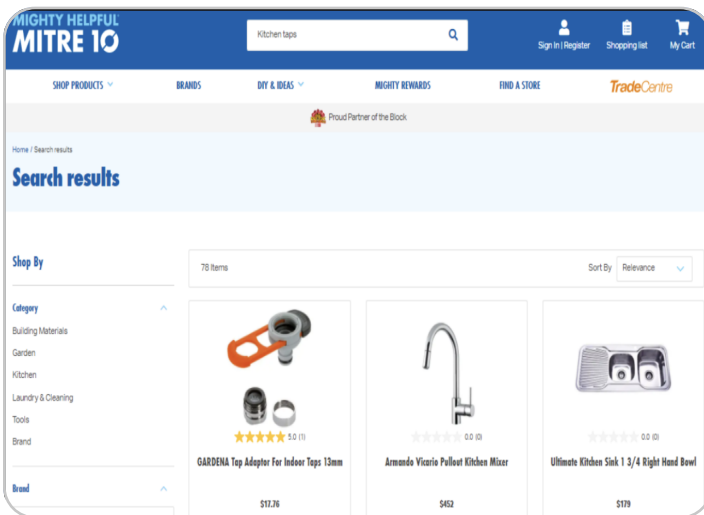
Facets and Filters

Netcore Unbxd transforms the shopping game with personalized search results. Dynamic filtering, sorting, and field selection capabilities simplify the browsing process, presenting results that consider brand, price, category, and more.

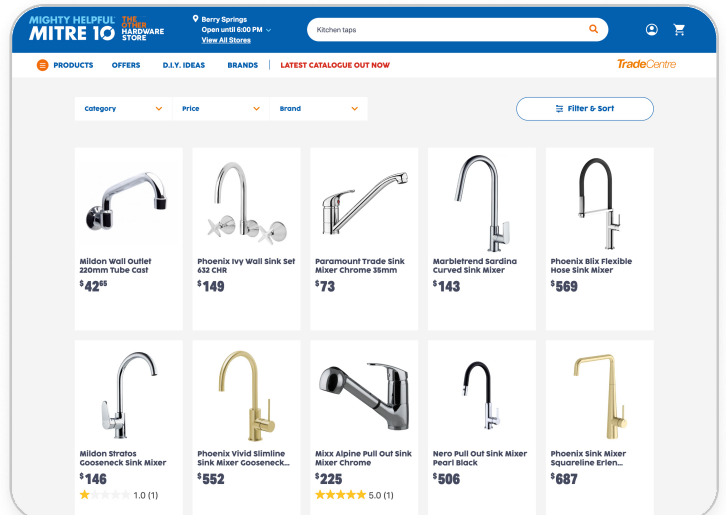
Search Relevancy

Netcore Unbxd optimizes search relevancy with its ability to distinguish categories, detect product types and features, identify verticals, and refine results, making it simple for users to find the most accurate product.

Before



After



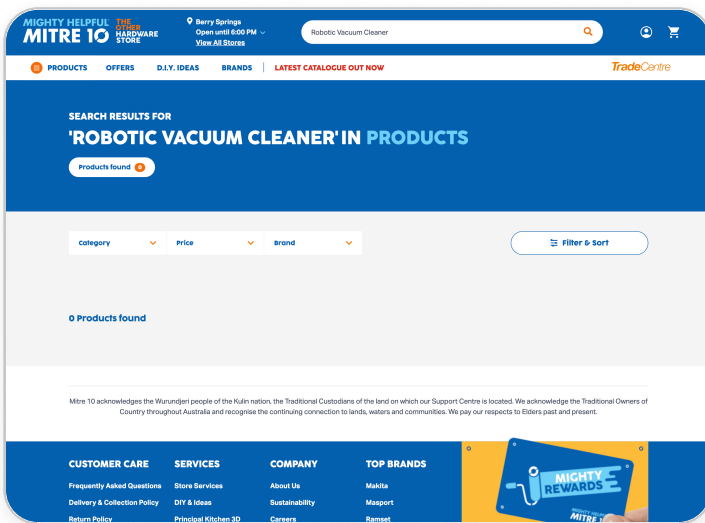
Query: Kitchen taps

The 'before' search shows the Kitchen Sink, Tap Adaptor, and Accessories

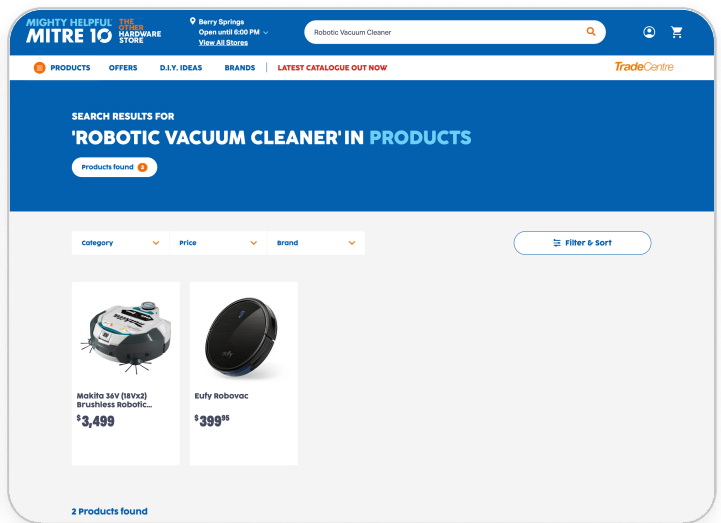
Long-tail query

Netcore Unbxd's use of advanced search techniques, including semantic search and NER, has significantly improved search result accuracy for niche queries, resulting in a 17.08% growth in average order value.

Before



After



Query: Robotic Vacuum Cleaners

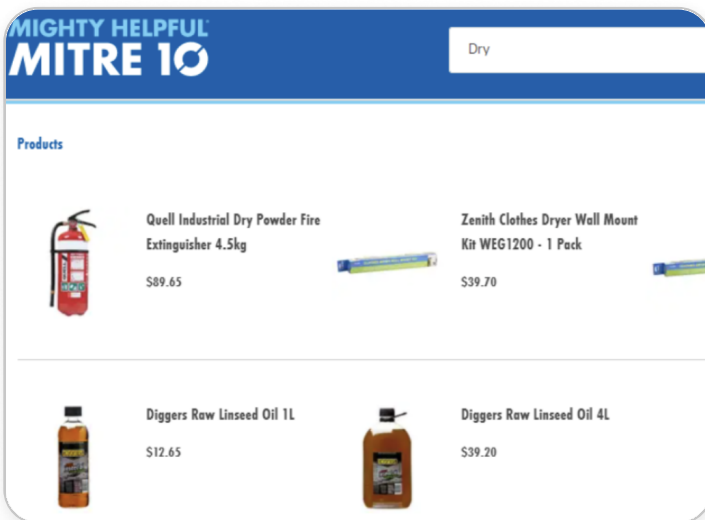
The 'before' search shows no results



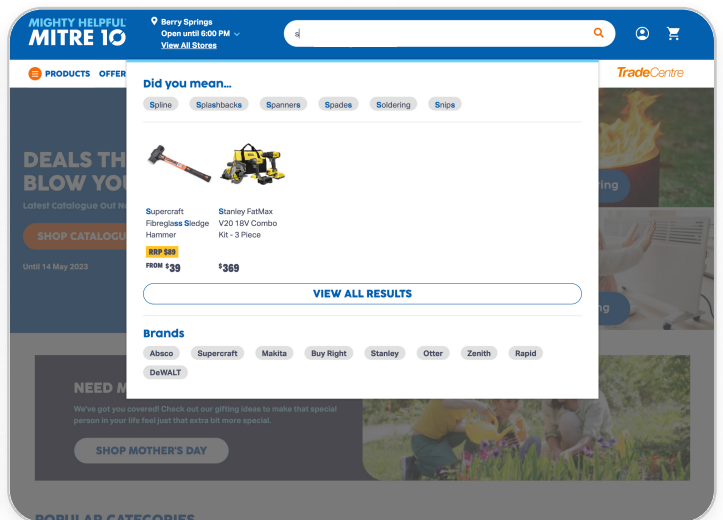
Autosuggest

Mitre 10 tapped into Netcore Unbx's Autosuggest capabilities to provide adaptable fields and templates like Shop For, Category + Brand, Style, Size, Color, and more. This optimization resulted in significant eCommerce growth fueled by a tailored and efficient site search experience.

Before



After



Conclusion

With Mitre10, Netcore Unbx demonstrates the value of implementing innovative AI-powered personalized search solutions. The 60% drop in zero-result searches and the 20.68% increase in conversion rate are a testament to the importance of search experience for eCommerce businesses.

About Unbx

Unbx is an AI powered product discovery and experience platform which helps ecommerce brands exponentially scale online with relevant and personalized customer experiences.

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