Netcore UNBXD

Backcountry

SUCCESS STORY

Backcountry sharpens search to match its high-performance gear

Key Outcomes:

- **7% Uplift** In Overall Site Conversion
- **11% Increase** In Demand Associated With Search Sessions
- **9% Growth** In Revenue Per Session
- **Time To Value:** Results Achieved Within **60 Days** Of Going Live

Founded: **1996**
Headquarters: **Utah, US**
Industry: **Outdoor gear and Apparel**

About Backcountry

Six-time ski jumping champion Jim Holland and John Bresee began with a few avalanche beacons and a clear mission: to provide the best outdoor gear and to be the best at doing it. That focus remains unchanged as the brand has grown into a leading destination for premium outdoor equipment and apparel, generating **$1 billion in revenue annually**.

The Challenge

Backcountry's catalog brings together two very different types of products: technical gear that requires research and high consideration, and everyday essentials that convert quickly. Their previous search solution couldn't manage the complexity. The challenges included:

Rationale Behind Transitioning from Constructor

Before partnering with Netcore Unbxd, Backcountry evaluated its existing search provider, Constructor, and identified a few areas where the platform wasn't fully aligned with their growing needs:

Data Consistency & Visibility Challenges
Backcountry observed some gaps between the platform's reported data and what they were seeing in Google Analytics, particularly around page-level insights. This made it difficult to confidently analyze performance at a granular level.

Relevance and Spelling Accuracy
While the system handled many queries reasonably well, there were instances where exact-match products didn't appear prominently, and some spelling corrections led to less relevant results—impacting user experience for both casual and experienced shoppers.

Limited Merchandising Customization
The merchandising tools available offered only basic rule-building capabilities, which limited the team's ability to fully tailor results to Backcountry's category-specific strategies and campaign goals.

Limited Transparency and Control Over Algorithms
The platform offered minimal visibility into how search results were ranked, and there were few levers available to influence or fine-tune the algorithm, something that was important given Backcountry's nuanced product mix of technical gear and fast-moving softgoods.

Other Key Challenges

Poor relevance for broad and long-tail queries

Dependence on data-driven systems frequently fell short at both ends of the query spectrum.

Generic queries like "ski" returned a mix of unrelated results—blending entry-level gear, accessories, and expert equipment without understanding user intent.

Long-tail queries with lower visit volumes lacked sufficient behavioral data, causing highly relevant products to be buried deep in results, while loosely related but more frequently clicked items surfaced higher.

Suboptimal product ranking

With a mix of high-price, high-consideration hardgoods and lower-price, fast-moving softgoods, Backcountry needed precise ranking logic. The previous system couldn't account for this nuance, often prioritizing popularity over contextual relevance or shopper intent.

Heavy merchandising overhead

Without algorithmic flexibility, merchandisers were required to manually curate results for both broad and long-tail queries. This manual rule-building consumed time and resources, especially with a dynamic and extensive catalog.

Backcountry needed a search experience that could scale intelligently, reduce manual effort, and deliver relevant results across their entire product range, regardless of traffic volume or product type.

The Netcore Unbxd Solution

Backcountry partnered with Netcore Unbxd to improve search relevancy, reduce manual effort, and deliver a better product discovery experience.

Key decision factors:

Improved search relevance across all query types
Netcore Unbxd's AI models delivered relevant results for both high-traffic generic terms and low-frequency long-tail queries, overcoming the limitations of data-dependent platforms.

Smarter product ranking across categories
The platform balanced ranking between high-AOV, research-heavy items and quick-conversion essentials, ensuring the right products surfaced at the right time.

Reduced merchandising effort with automation
 Automated handling of long-tail queries and adaptive ranking significantly reduced the need for manual rules and query-specific interventions, freeing up merchandising teams for strategic tasks.

The outcome

Backcountry's switch to Netcore Unbxd delivered fast, measurable improvements across key ecommerce metrics within **60 days of going live**:

7% uplift in overall site conversion

11% increase in demand associated with search sessions

9% growth in revenue per session

What's next

With a strong discovery foundation in place, the team is now focused on unlocking even more value from Unbxd's AI capabilities. By continually pushing the platform's limits, Backcountry is shaping a search experience that's not only accurate but also strategically aligned with business goals, turning every shopper session into an opportunity for performance and growth.

Takeaway

With Netcore Unbxd, Backcountry moved from manual rule-based merchandising to intelligent, data-driven discovery. By aligning product relevance with shopper intent, the brand achieved stronger performance across core KPIs and is now set up to scale smarter.

"Personalization testing centered around CVR optimization had a positive effect on our browse traffic. We've also seen a 9% increase in Revenue Per Session and a 7% increase in CVR for search compared to our previous provider."

-Jill Beers
Digital Merchandising Manager at Backcountry

About Netcore Unbxd

Netcore Unbxd is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® 2024 Magic Quadrant™ for Search and Discovery and the Forrester Wave™ : Commerce Search and Product Discovery, Q3 2023 report.

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