

SUCCESS STORY

How Camper is reinventing product discovery through digital transformation

Headquarters: Mallorca, Spain

Industry: Footwear & Fashion

Key Outcomes:

- Enhanced UX Through Autosuggest
- Scalable Multilingual Support
- 10% Uplift In Sessions Involving Search



About Camper

Camper, a global leader in footwear design, is rooted in over 140 years of shoemaking tradition.

The brand's mission is simple yet profound: walking with purpose. Delighting people with a playful, sustainable, and responsible walking experience. A strong Mediterranean heritage coupled with values of craftsmanship, simplicity, and imagination makes Camper more than just a fashion label; it's a cultural statement.

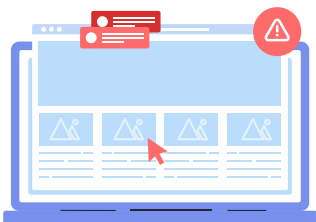
As Camper continues its global journey, digital transformation has become essential to materialize its vision. By reimagining the way users search and discover products, Camper is bridging tradition with technology—creating a search experience that's just as considered as its shoes.

The challenge

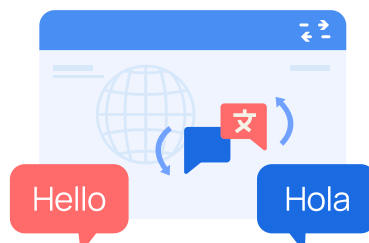
Navigating a complex, multi-language catalog

Camper's digital storefronts host a large and diverse catalog across multiple countries and languages. However, the existing search and product discovery solution was too limited to guide shoppers intuitively through the catalog, leading to friction in the discovery process.

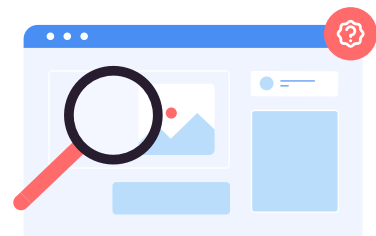
The headwinds Camper faced:



A large, complex product catalog



Multi-country, multi-language website architecture



Lack of intuitive search and discovery pathways

The solution: Netcore Unbx product discovery platform

After evaluating multiple vendors, Camper selected Netcore Unbx as their product discovery partner. The decision was driven by Unbx's ability to meet core technical and UX requirements with minimal development overhead.

Key decision factors:

- **Autosuggest capability:** Easy to implement with JavaScript and later upgraded to API-level integration for better control over design and functionality
- **Spell check:** Improved accuracy for shopper queries
- **Multilingual adaptability:** Although a single site-key for all languages wasn't possible, Unbx provided timely support to apply rules across multiple site-keys
- **Low-code deployment:** Integration required a simple product feed, API connection, and analytics instrumentation

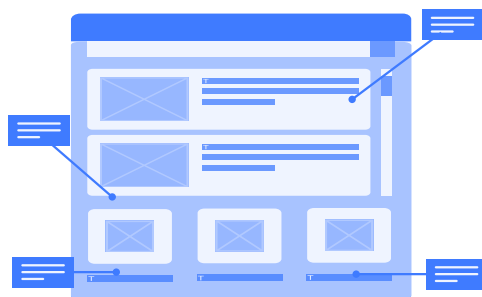
The outcome

Following the implementation of Netcore Unbx solutions, Camper saw a **10% uplift** in sessions involving search.

Snapshots of results:



10% uplift of search session



Enhanced UX with intuitive autosuggest



Significant reduction in zero-result queries

Looking ahead: Expanding across digital touchpoints

Camper is now in the process of rolling out Netcore Unbx to its other digital properties. The brand envisions a broader use of Unbx's capabilities to bring consistency and intelligence to product discovery across all touchpoints. However, due to limitations in analytics aggregation across site-keys, Camper's team has not yet adopted Unbx's analytics dashboards for global insights—leaving room for future enhancement.

Final thoughts

For Camper, digital transformation isn't just about technology—it's about reinforcing brand values through experience. With Netcore Unbx, the company is delivering discovery journeys that reflect its imaginative, responsible, and playful spirit—one step at a time.

"Autosuggest is a great win for the UX. We estimated a huge uplift on our business metrics after implementing Unbx. That's real impact."




- Damià Rita Espada
Web Project Manager, Camper



About Netcore Unbxid

Netcore Unbxid 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.

Contact Us

	1710 S. Amphlett Blvd Suite 124 San Mateo, CA 94402		sales@unbxid.com support@unbxid.com		+1 (650) 282-5788
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