



SUCCESS STORY | NOVEMBER 2022

Wex Photo | Video meets its commerce objectives with an AI-driven search

Founded: **1997**

Headquarters: **UK**

Industry: **Electronics**

Commerce, Marketplace

Product Range: **25,000+**

Wex's Photo Video Key Business Achievements in Last 180 Days

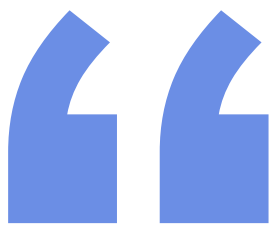
	Overall Bounce Rate	↓ 35%
	Views/Search Results	↑ 16%
	Visits Without Site Search	↑ 5%

Wex Photo Video, commonly known as [Wex](#) is the United Kingdom's most trusted camera retailer.

Established in 1997, Wex has helped more than a million [photographers and videographers](#) achieve their perfect shot.

In the electronics vertical Customers require a high level of trust and knowledge before making a purchase decision, particularly for big-ticket items such as high-end cameras or lenses. The onsite search is therefore very important to allow them to find the products and information they need.

Big-ticket items demand a high level of trust and intent. Onsite search experiences can make or break a visitor's purchase decision.



**If they can't find it,
they can't buy it.**



Challenges

Powered by the Optimizely Commerce Cloud, Wex was previously working with another search provider. The results generated did not always accurately reflect the **underlying intent of the customer's query**.

Before

The screenshot shows the Wex website search results for 'Fujifilm Instax'. The page is cluttered with many filters and a large 'FREE DELIVERY' banner. The top results are product accessories like 'Fujifilm Instax Wide Picture Format Film - Twin' (£16.99), 'Fujifilm Instax Wide Monochrome Film' (£11.99), and 'Fujifilm Instax Mini Black Frame Film' (£8.99). The page layout is cluttered with many filters and a large 'FREE DELIVERY' banner.

After

The screenshot shows the Wex website search results for 'Fujifilm Instax' after unbxd implementation. The page is clean and focused on the camera products. The top results are the 'Fujifilm Instax Mini 11 Instant Camera' in Lilac Purple (£79) and Charcoal Grey (£79). The page layout is clean and focused on the camera products.

For example, before Unbxd implementation, if a visitor searched for “**Fujifilm Instax**”, the top results returned were product accessories (Before Image)

Wex relied heavily on search and product discovery, so decreases in performance coupled with high exit rates and zero result searches **threatened to negatively impact** both its bottom line revenue and the customer experience.

Solution

Wex partnered with Unbxd after vetting different search solutions. Visitors now receive a relevant and personalized experience using :

- Deep learning AI ranking models, and
- Natural language processing

To increase conversions, Unbxd uses AI-based Named Entity Recognition (NER) to semantically understand queries and deliver relevant results. With a focus on improving customer engagement and retention, Unbxd automates and shortens the path-to-purchase for visitors by displaying results based on

- Popular products (sold most often)
- Probability of conversion (intent based)

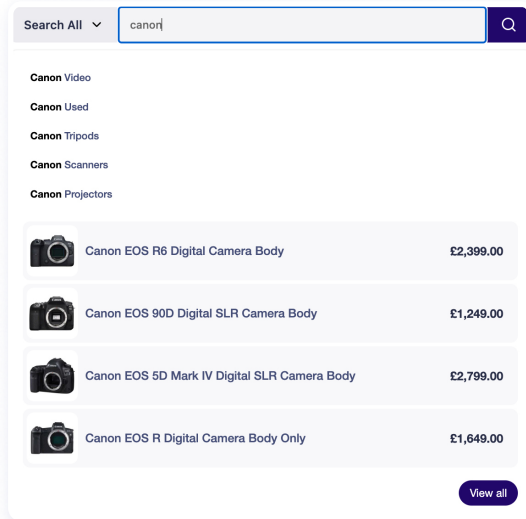
Wex's business goals are also driven by Unbxd's smart merchandizing tools. The **intuitive UI and the visual workbench** enable Wex to run product promotions. Ranking insights helps them to be more impactful and data-driven.



Before trusting Unbxd, we evaluated a number of other search vendors. We chose the Unbxd platform because of its breadth of capabilities and accuracy of search ranking compared to others. Since going live, the performance of the platform has been excellent and we are delighted to partner with Unbxd.

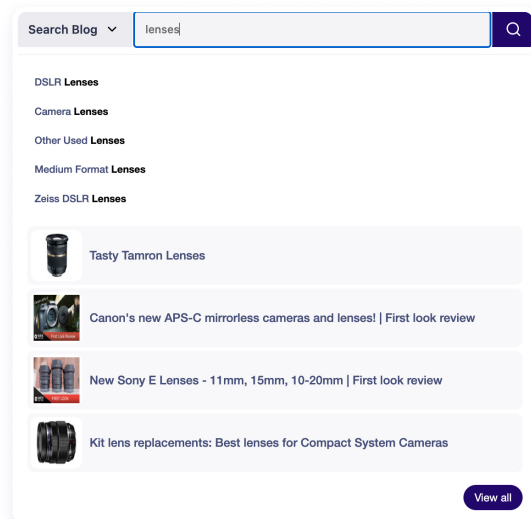
Michael Barker, Chief Technology Officer
wexphotovideo.com

Unbxd powers the following features on Wex



The path to purchase is shortened with visually guided autosuggest

Blog searches help visitors find relevant information about the products they are exploring



Picture perfect (results)

The Wex team is now geared up to further leverage the Unbxd platform, focussing on strategic user experience initiatives and providing value to their customers through advanced analytics & insights, AI models and A/B tests.



About Unbx

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



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