New, lightning-quick search solution boosts Zoom's overall revenue by 14%

Results

+14%
increase in revenue driven by search

+20%
improvement in relevancy

10%
increase in search conversion rate

"Search is at the heart of our product to connect consumers with sellers. Algolia is the best search and discovery platform I have ever worked with to power the customer experience from finding a desired product to buying the best offer."

Carlos Oliveira, CTO, Zoom & Buscapé

Company profile

Use Case: E-commerce

Group HQ: Rio de Janeiro, Brazil

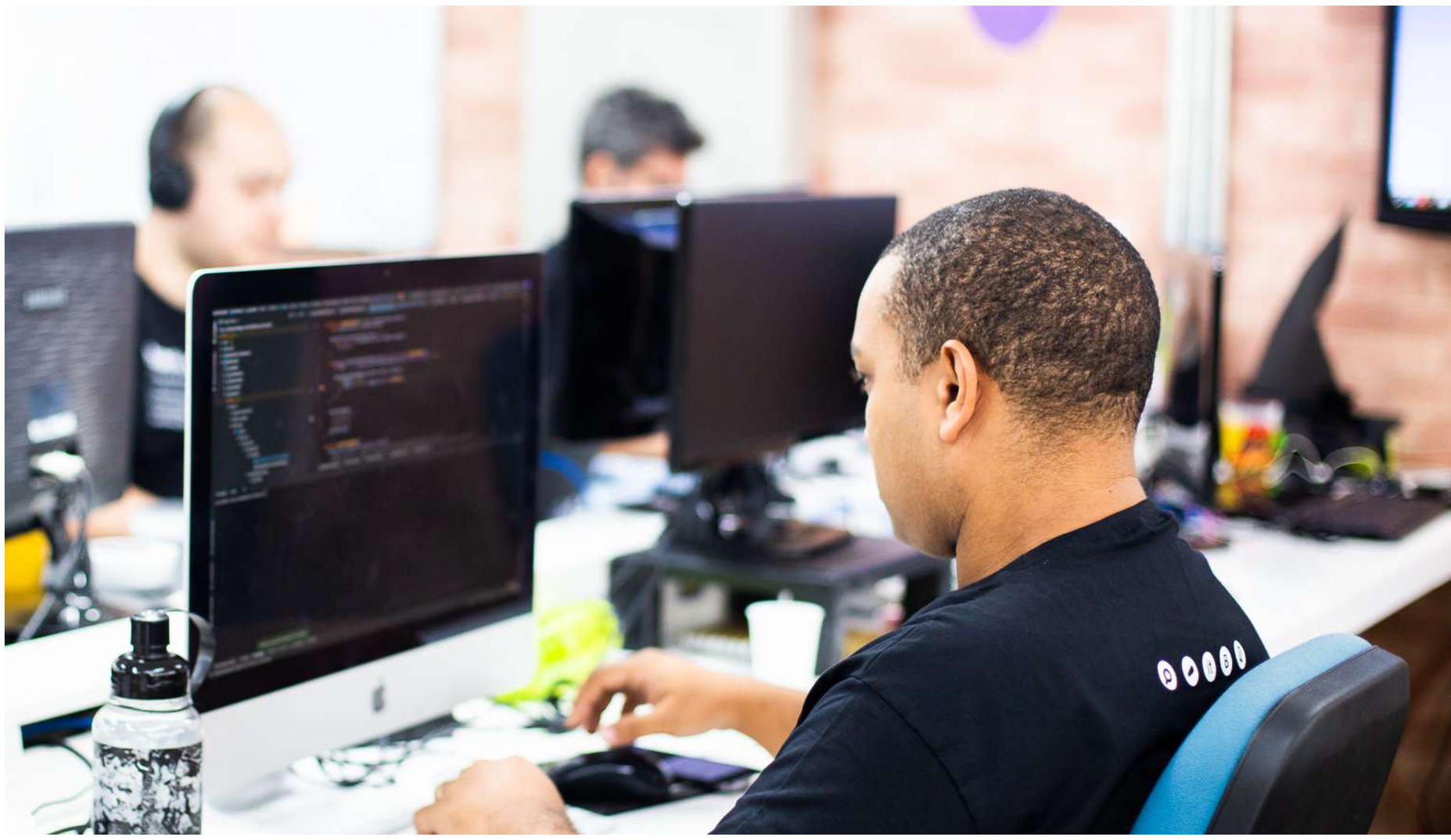
Algolia customer since: 2019

Feature usage: Search API, Algolia Rules, Analytics Dashboard, Personalization Strategies

Introduction

One of the first true tech companies in Brazil, comparison shopping and marketplace Zoom.com.br (Zoom) has one primary goal — to help people make the best choice and find the best deal. A well-known brand in South America, it recently acquired its competitor Buscape.com.br (Buscapé), accelerating the company's growth and shining the spotlight on its need for a site search solution that was free of time-consuming, complex development and fine-tuning processes.

As an aggregator of retail products — one with traffic that hovers around 90 million visitors per month — **Zoom.com.br links over 300 sellers and more than 30 million products** with consumers looking to purchase the right products at the right price. Featuring vetted sellers, the company promises to resolve or refund lost or damaged packages through its free Zoom Guarantee program, while providing best-possible customer experience for retail buyers and sellers alike.



THE PROBLEM/REQUIREMENTS

Zoom's challenge to increase search relevance and customer experience

Search technology is at the heart of its business, and the Zoom's challenge doubled after acquiring its competitor Buscape.com.br (Buscapé). It meant more visitors, more operational and scale requirements, more opportunities in the search relevancy and personalization fields. To accomplish this, it sought a new partner and new technology able to boost the performance, engagement and revenue. "We needed a new promisor way to keep multi-disciplinary teams on the same page, working with the same objectives and tools to improve our search experience and conversion rates.", said Carlos.

Experiencing growth, Brazil's leading comparison site needed to deliver its vision at scale, as more customers and sellers used its retail website. This meant **offering teams more control — without having to rely on engineers for the business speed required.**

With a lack of internal capabilities while the whole technical area is focused in a bigger digital transformation, Zoom's partnership helped the company to keep straight and narrow of the refactoring roadmap. All this **without losing results improvements, resulting in a above-average search experience**.

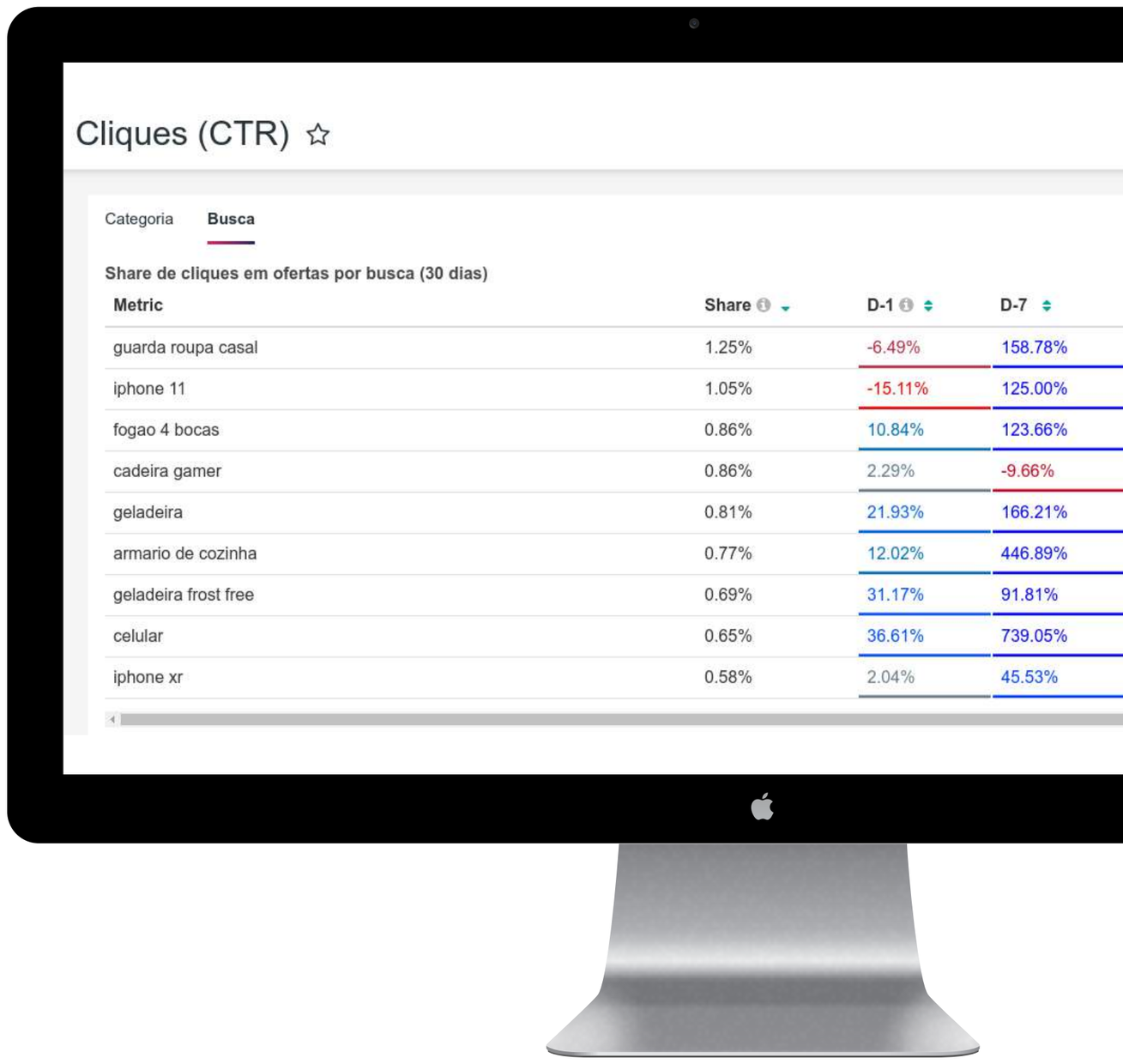
THE SOLUTION

Zoom selected Algolia for fast, relevant search and discovery experiences that scale

So that its site would meet growing consumer and seller expectations and perform at scale, Zoom required a modern, customizable search and discovery platform that was built on cloud technology. By leveraging Algolia's Search API, Zoom overcame the latency of its search results, without the need for complex code, developer oversight and on-premises technology. By tailoring its search experience based on key category and product attributes, Zoom could drive a better experience, with superior results, for customers and merchants alike.

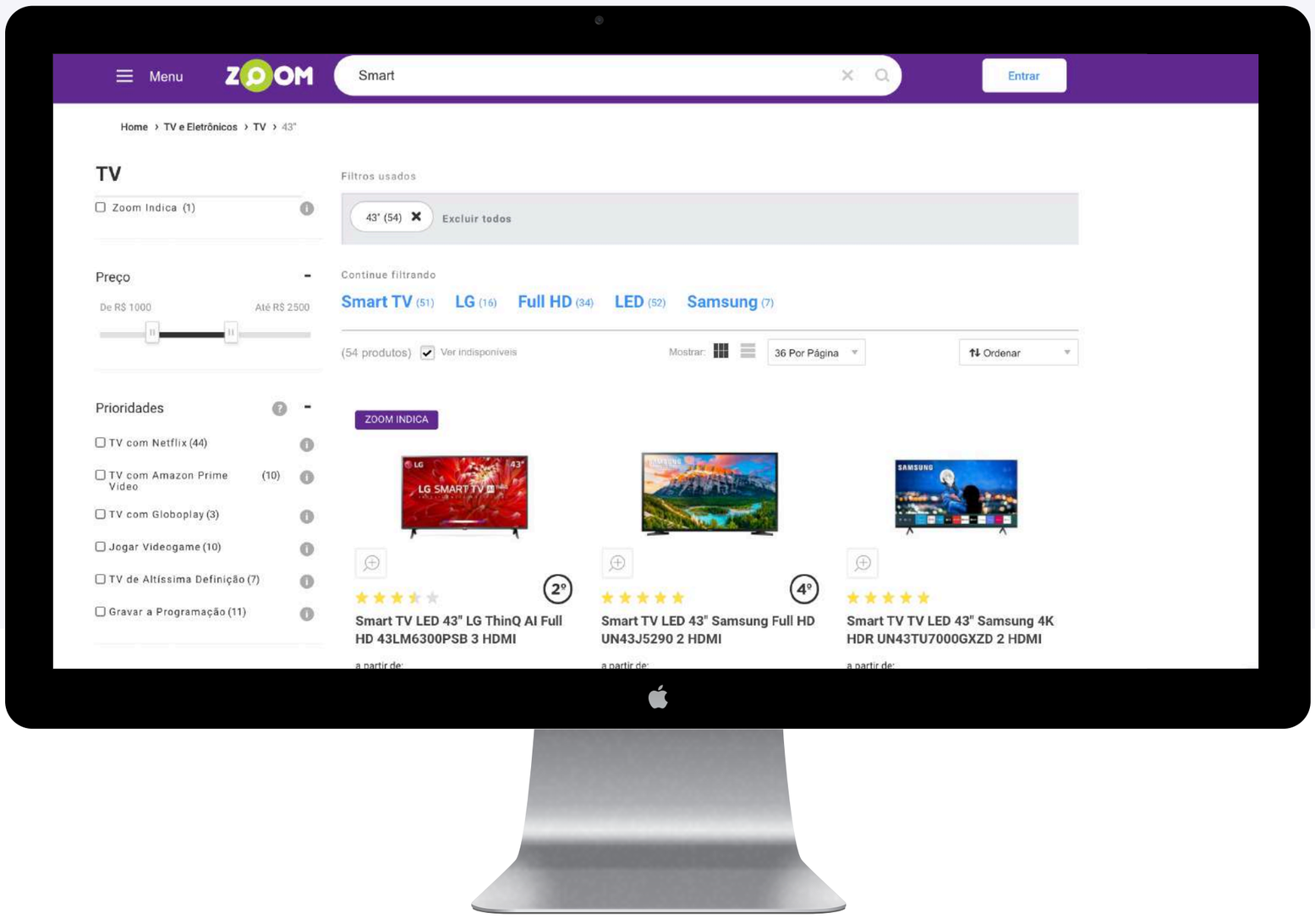
Rather than follow the old way of ranking search results, Algolia's search platform assisted Zoom in a myriad of ways, by providing business users with the ability to move up or down various search attributes to **achieve highly relevant, lightning-quick search results** that meet the needs of modern-day e-commerce.

In order to gain full transparency into the business, Zoom also required **robust analytics** that offered a single source of truth. Able to easily view top search terms, as well as ones that yielded no results, Algolia's analytics dashboard let business users easily see — and optimize — top search results though Algolia Rules and Ranking to drive higher engagement.



Thanks to Algolia's intelligent solution, no in-house developer was required to code changes.

In addition, Algolia's customer-centric Global Customer Success team was on hand to support its operations in Brazil, both during the transformation and beyond.



THE RESULTS

Zoom greatly increased performance and search relevancy to drive higher conversion rates

Upon implementing Algolia, Zoom solved for its latency issues, accelerating the performance of search results from 100 to 200 milliseconds (pre-Algolia) to 10 to 20 milliseconds with Algolia

With the relevancy of its average search position improving by 20%, Zoom has increased its revenue by 14% overall, which can be attributed to the company's search conversion rate growth of 10%.

Algolia's easy-to-implement, fully transparent and scalable search & discovery platform supported Zoom's company-wide initiative to improve the customer and seller experience with highly relevant, fast search results that served to drive higher conversion rates.

"Search is at the heart of our product to connect consumers with sellers. Algolia is the best search and discovery platform I have ever worked with to power the customer experience from finding a desired product to buying the best offer. Algolia's powerful search technology enabled us to build and customize an engaging experience that drives meaningful business results while providing us the insights to continually improve the end-to-end customer journey."

Carlos Oliveira, CTO, Zoom & Buscapé

Summary & learnings

By enlisting Algolia as its search team and solution of choice, Zoom eliminated search results latency to exponentially improve the marketplace experience for customers and merchants alike. Meanwhile, it gained a customizable search solution that significantly boosted the relevancy of average search positions; benefitted from a single, streamlined analytics dashboard, which delivered holistic insight into search performance; and optimized at scale, without the need for an on-site, developer-requisite solution. The result was an improved customer and merchant experience that drove conversion and boosted revenue.

WANT TO LEARN MORE ABOUT ALGOLIA?

Reach out to sales at support+sales@algolia.com

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