



@ algolia x GÉMO

📖 CASE STUDY

**How Gémó empowered merchandising teams, doubled conversions, and boosted revenue with Algolia**

# Company Profile

---

**Name:** Gémoo

**Use Case:** Ecommerce (B2C)

**HQ:** Montrevault-sur-Èvre, France

**Algolia Customer since:** 2022

## Key Results:

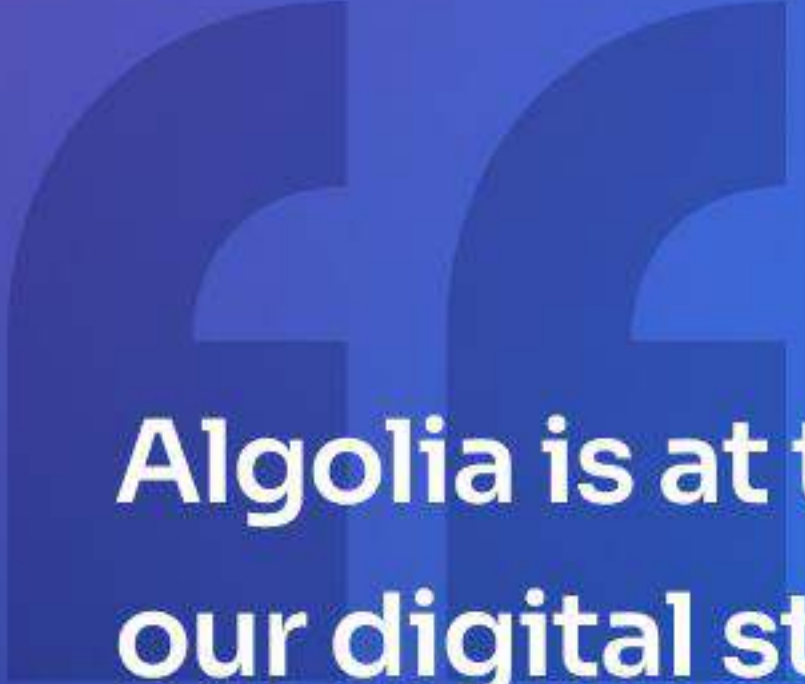
- 2.3x increase in conversions
- 160x ROI

## Feature Usage:

Algolia Search, Dynamic Re-Ranking, Rules, Merchandising Studio

## Summary:

When Covid-19 accelerated online business for French retailer Gémoo, improving the online experience became critical, making better search and discovery a top priority. It turned to Algolia to transform a basic, non-customizable search experience into a powerful revenue driver, empowering business teams with intuitive tools to execute a data-driven merchandising strategy. Today, search and discovery sits at the core of Gémoo's digital strategy, driving one-third of online revenue and doubling conversion rates for users who engage with it, while laying the foundation for future AI-powered experiences



**Algolia is at the heart of our digital strategy, and our investment has proven very profitable. Around one-third of web revenue passes through Algolia, and we know that conversions are twice as high when users go through search.**

### **The Challenge:**

- Growing strategic importance of ecommerce and search
- Basic search solution with no configurability or control
- No access to data or insights to optimize performance

### **The Solution:**

- A more advanced search solution that's easy to use and implement
- Dynamic Re-ranking to automatically prioritize the most relevant search results and boost conversions
- Merchandising Studio and Rules to give category managers autonomy to fine-tune search and boost products
- AI synonyms to reduce the no-results rate and minimize customer frustration

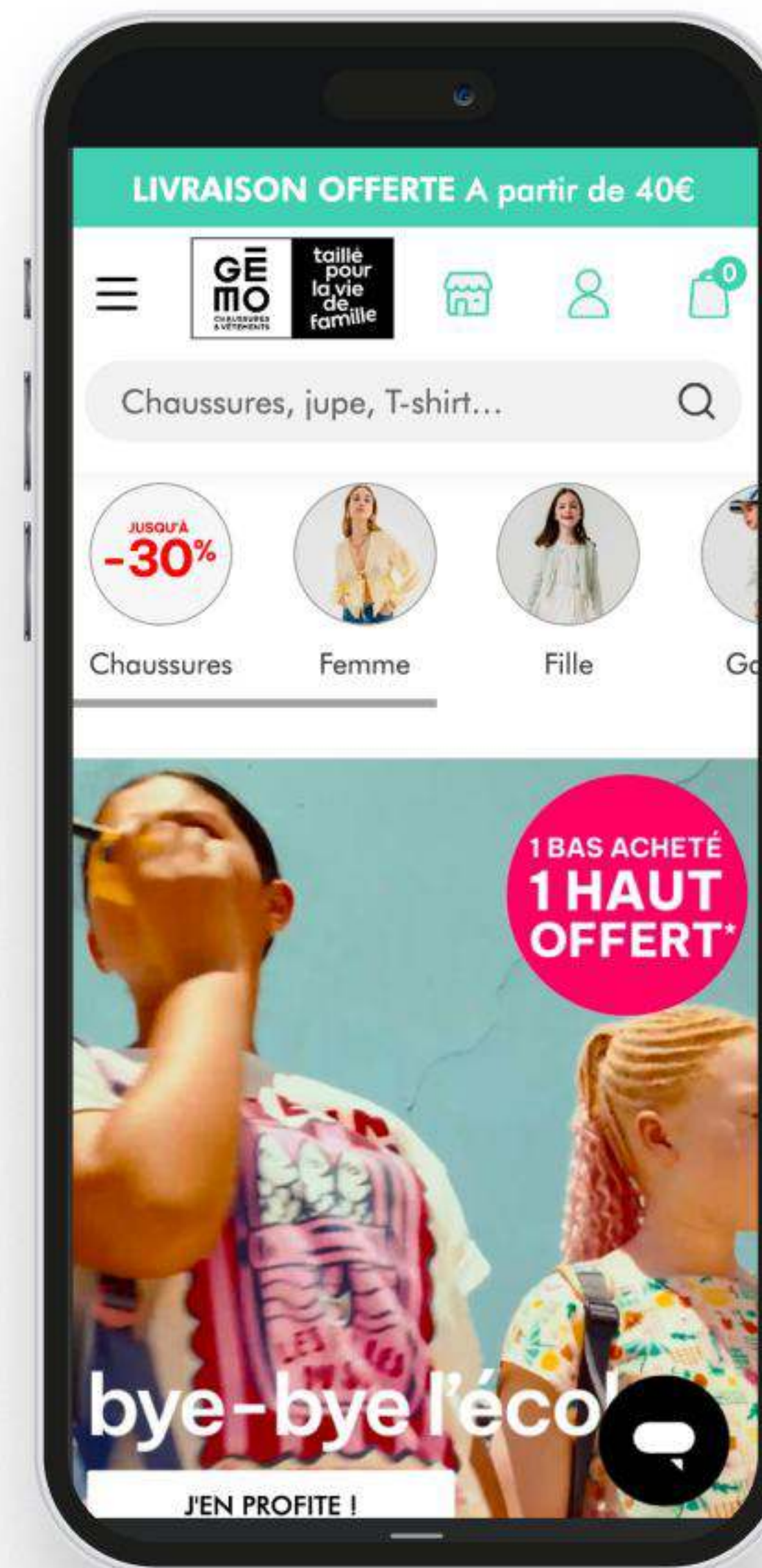
### **The Results:**

- 2.3x increase in conversions following the rollout of Dynamic Re-ranking
- 160x ROI
- One-third of digital revenue flows through Algolia search

Gémo is a French retailer offering affordable fashion for the whole family, both online and in more than 400 stores throughout France and abroad.

Based in Montrevault-sur-Èvre, France, the company was founded in 1991 by the Éram Group as an affordable price retail chain. Named for its founder — Gérard Biotteau, and his wife, Simone — the retailer has expanded in both geography and channels, opening 35 stores outside France, building a strong ecommerce presence, and employing more than 3600 people. Today, Gémo also boasts a strong and growing omnichannel presence.

In recent years, the company has transformed its operations to meet growing consumer demand for omnichannel and sustainable shopping. It has modernized its logistics, strengthened its commitment to responsible products and the circular economy, and embraced its “Taillé pour la vie de famille” (tailored for family life) mantra: a dedication to making family life easier.



# The Challenge: Outgrowing a Limited Search Experience

In 2021, the COVID-19 pandemic had accelerated the need for seamless digital commerce, elevating ecommerce's strategic role to the business. After a migration to the Planet ecommerce platform built on Proximis, the digital team heavily reassessed its broader technology stack.

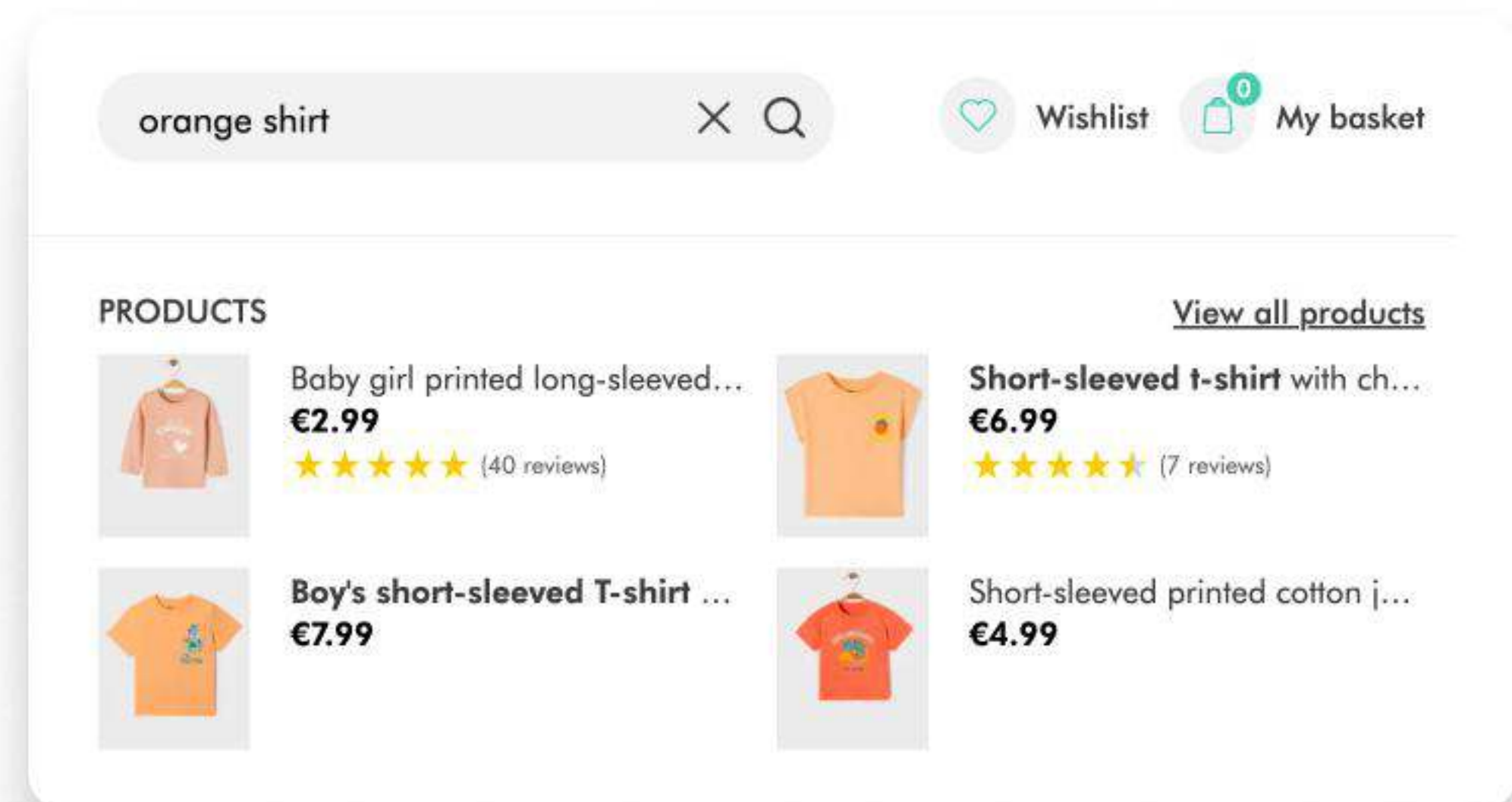
Optimizing customer satisfaction with a better online shopping experience became vital to the company's omnichannel growth, but the search engine native to its ecommerce platform proved to be too basic. It lacked customization and the ability to surface and fine-tune the most relevant results, leading to missed opportunities to improve the customer experience.

"It was really limited," says Elsa Souillart, Category Manager at Géo. "We couldn't highlight categories, brands, or suggestions. On the back-end, we had almost nothing."

"We could get extracts of searches if we requested a specific period, but we weren't autonomous. On top of that, we had very little capability to manage the platform or the online experience."

The replatforming drove the company to re-evaluate its tools and the positive impact an upgrade to search could have on its business.

"We realized that there was real potential," Elsa says. "We could implement something so much broader than what we had before."



# The Solution: Turning Search into a Data-Driven Growth Engine

To support its growing digital ambitions, Gómo looked for a more advanced search solution that could provide greater control, flexibility, and visibility. Following an RFP process, the company selected Algolia because of its easy-to-use and easy-to-implement search and discovery solutions

The implementation of Algolia was fast and smooth, delivered in partnership with Clever Agelt gave the business teams the data visibility and control it lacked to operate autonomously, and unlocked advanced, easy-to-configure capabilities.

It was a step change for the company's digital merchandising.

The platform is easy to manage and requires minimal ongoing maintenance, allowing teams to focus on higher-value initiatives. Category managers can more strategically surface categories and brands with Merchandising Rules while using Analytics to continuously refine the search relevance. All without relying on technical resources.

With Dynamic Re-ranking, Gómo can automatically prioritize the most relevant products based on user behavior, helping improve relevance at scale, especially across their very large product catalog. "Given the size of our catalog, managing this manually isn't feasible. Dynamic Re-ranking allows us to automate it at scale." Elsa says.

At the same time, AI Synonyms, one of Elsa's favorite features, help reduce no-results queries, ensuring customers can find what they're looking for even when search terms vary, minimizing frustration. "It's still something we're continuing to explore, but when it fits the use case, we clearly see strong performance and real impact."

Looking ahead, Gómo is implementing Query Categorization and exploring more advanced search and personalization capabilities. They are also looking into developing a more conversational experience powered by agentic AI, likely by 2027, in parallel with the company's other AI initiatives across the tech stack, such as automating product page creation.

# The Results: Transformative Uplift in Conversions, Revenue and ROI

Since its implementation, Algolia has delivered outstanding results: overcoming Gómo's challenges around data control and autonomy, and, with the adoption of advanced features such as Dynamic Re-ranking, strengthening the visibility of best-selling products and adapting to seasonality.

“Algolia is at the heart of our digital strategy, and our investment has proven very profitable,” Souillart says. “Around one-third of web revenue passes through Algolia, and we know that conversions are twice as high when users go through search.” Since activating Dynamic Re-ranking in particular, the company has seen even greater improvements, with conversions increasing by a factor of 2.3.

Thanks to such measurable results, ROI has been clear and demonstrable. The digital team has been able to easily prove its search and discovery optimization has paid off in spades. Gómo independently validated a remarkable ROI of 160 times its investment.

The Gómo team intends to build on the strength and value of its Algolia-powered search experience. By 2026, the goal is to reach a 3.5 percent conversion rate increase and continue reducing the no-results rate as much as possible. Gómo is confident these objectives can be achieved with Algolia, supported by upcoming projects around Query Categorization, personalization, and, longer term, AI-powered capabilities.





**Algolia experts can help you take your  
site experience to the next level.**

**Get a customized demo from our search experts today.**

[Schedule a demo](#)

[www.algolia.com](http://www.algolia.com)