

APPAREL AND ACCESSORIES

Badgley Mischka enhances online shopping experience with Searchspring

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Badgley Mischka is improving its e-commerce strategy. Image credit: Badgley Mischka

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Badgley Mischka has improved its e-commerce performance through a partnership with a merchandise software provider.

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While the coronavirus lockdowns led to exponential increases in online sales, some luxury brands, including Badgley Mischka, did not have flexibility for sudden scaling. Searchspring worked with Badgley Mischka to revamp its e-commerce strategy, leading to improved search conversions and revenues.

Badgley Mischka online

Previously, Badgley Mischka's online storefront was functional but ran on a small-scale platform.

With Searchspring, the fashion brand enhanced its online shopping experience by improving product discoverability on its search and category pages. This includes highlighting new arrivals with promotional badges.



Screenshot of the Badgley Mischka website

The technology also allows Badgley Mischka to tailor landing pages based on email campaign messaging and common search terms, including a workaround for variations in spelling and product naming conventions among

the brand's international customer base.

After the first month using Searchspring, Badgley Mischka has seen its search conversion rates increase by 85 percent while revenue per visit with search has more than doubled.

"The second we plugged Searchspring in, everything just got so much easier," said Katie Ouaknine, owner at Badgley Mischka Web, in a statement. "We're constantly getting feedback that our site is now easier to manage, easier to navigate, and people are finding their products faster."

Online shoppers are also kept engaged through tailored product recommendations. When customers engage with product recommendations, there is a 70 percent increase in purchase rates in initial and subsequent sessions, according to a study by Monetate.

Product recommendations do more than drive purchases, however. Recommended products also build customer loyalty by increasing shopper engagement over multiple online sessions ([see story](#)).

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