

SOFTWARE AND TECHNOLOGY

## Canadian menswear retailer Harry Rosen claims 360 percent growth in online conversions via Algolia search

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*Canadian menswear retailer Harry Rosen is working with top in-site search and discovery service Algolia to increase conversion rates across 10,000 products listed on its site. Image credit: Algolia*

By LUXURY DAILY NEWS SERVICE

Canadian menswear retailer Harry Rosen is working with API-first search and discovery platform Algolia to increase conversion rates across 10,000 products listed on its site.

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Harry Rosen claims a conversion growth of 360 percent on its site thanks to the technology. The capabilities of San Francisco-based Algolia include advanced search tools, high-speed index work, customization, A/B testing and search suggestions using a larger range of synonyms.

"Conducting business in-store is the foundation of Harry Rosen's business," said Tovi Heilbronn, director of digital product and experience of Harry Rosen, in a statement.

"However, with Algolia we were able to revamp our strategy to better empower online shoppers to more easily find the goods they were looking for," he said.

"Algolia's solutions helped us make a seamless customer journey and helped our ecommerce strategy handle peak volumes of customers sustaining the website beyond what we thought possible."

**Harry Rosen** hosts 50 sections holding the 10,000 SKUs, using three platforms to sell them. With this many items in the inventory, Harry Rosen found the optimization necessary for successful customer exploration.

Retail detail

**Algolia** helped to grow the impact of sales on HarryRosen.com, the main platform, as well as the budget ShopFinalCut and Herringbone. The interfaces' sales rose by 68 percent, with the sales themselves each increasing in overall price by 18 percent, on top of the noted 360 percent growth in conversions.

According to Insider Intelligence, multichanneled purchases will account for 50 percent of next year's online shopping sales. This means that platforms already set up as such Harry Rosen are expected to benefit.

Despite the decline in holiday shopping, brands are advised to pay attention to this trend, and not neglect websites or other online aspects of the shopping experience. Improving the capabilities of the search tools on those websites will be key.

Other companies such as Stripe, Slack, Medium and Under Armour are already turning to Algolia in this effort, with the technology company handling more than 1.5 trillion annual searches.

"Harry Rosen approached us with a vision to establish one holistic experience for their customers, whether they shop in-store or online," said Bernadette Nixon, CEO of Algolia, in a statement.

"As Harry Rosen brings its vision to life, we are thrilled to see the impact our technology has had on its customer experience and bottom line," she said.

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