

ORACLE®

Case Study

TILLY'S

The Challenge:

Improving Site Search Conversions through a State-Of-The-Art Search Platform at an Affordable Cost.

Tilly's is a leading specialty retailer in the action sports industry, selling clothing shoes and accessories. They have one of the largest assortments of merchandise from a wide variety of lifestyle apparel industries. The leadership team recognized an opportunity to enhance the customer experience and increase revenue by improving the site search experience.

Chris Brown, Senior Merchandise Manager of Ecommerce led the initiative to evaluate, select, and implement a site search engine that would address the customer and merchandising pain points. He was looking for a best-of-breed solution that would provide the functionality he was looking for on a platform that would be easy for his team to implement and manage.

"We knew there was a lot of room for improvement, our existing site search was part of the initial platform and it offered very little flexibility for merchandising search

results," explained Brown. "We also felt the navigation was confusing and the results were incomplete."

Because Tilly's offers such a wide variety of merchandise and brands it was important to provide visitors a way to filter the search results by their favorite brand as well as other important attributes such as:

- Size
- Color
- Price
- New Arrivals
- Exclusives
- Sale
- Clearance

The two primary goals for the project were:

- Increase sales per visitor who used the site search tool
- Decrease Bounce Rate for site search results pages

Oracle Endeca was at the top of the list, but hosting and managing the site search solution internally was a bigger project than what the team at Tilly's wanted to implement.

The Solution:

After evaluating all of the options, Brown determined that the best option was to take advantage of the Oracle Endeca Hosting and Managed services.

"We evaluated a large number of site search solutions, but kept coming back to Oracle Endeca. It's fast, the results are the cleanest and most relevant, and the back end tools were easy compared to other solutions," explained Brown. "The Oracle Endeca hosting and managed services offered through Thanx Media made it an affordable option for us."

The Thanx Media Team has extensive experience in implementing and managing Oracle Endeca as a site search solution. Over 150 companies trust Thanx Media to host their Oracle Endeca engine and their services.

Thanx Media's Managed Services Offering includes:

- Help Desk and Phone Support
- "Ask-the-Expert" Hotline for Ideas and Best Practices
- Running ad-hoc Endeca Baseline Updates
- Endeca Pipeline troubleshooting

- Deployment Process troubleshooting
- Endeca Pipeline modifications to fix identified issues
- Conduct Endeca performance diagnostics
- Workbench Training
- Escalation of issues to Endeca Support
- Guidance on new requirements/functionality
- Semiannual Application Audit, reviewing features such as:
 - Search Relevance
 - Precedence Rules
 - Guided Navigation
 - Dynamic Landing Pages
 - Dynamic Merchandising
 - PageBuilder Templates
 - SEM Module
 - Mobile Module

The Results:

The site search navigation on www.tillys.com now includes the attributes that are most important to their customers. In addition the Endeca search engine returns relevant results and an improved customer experience.

The merchandising team at Tilly's is also taking advantage of the back end tools to build custom landing pages, display promotional banners, and implement merchandising rules to highlight products.

"Endeca has been in place for under a month, and we're already seeing significant increases in conversions and a major decrease in bounce rate for the visitors who use site search," elaborated Brown. "If you're looking for a search product it's clear that Endeca is one of the best and Thanx is really easy to work with. It's a winning combination."



ABOUT

Thanx Media

Thanx Media is an enterprise technology company delivering enterprise-grade e-commerce software in small, medium and large. Thanx Media's professional services team has over 75 years of combined experience working with Oracle Endeca (currently known as Oracle Commerce Experience Manager) to deliver an ideal software solution that can transform site search and merchandising into a customer experience management platform. In addition to site search, Thanx Media provides omni-channel e-commerce platform, product data management, data collection solutions that enable businesses to deliver a valuable customer experience.

Thanx Media is privately held. For more information, visit www.thanxmedia.com.

ABOUT

Tilly's

Tilly's is a leading specialty retailer in the action sports industry selling clothing, shoes, and accessories. We opened our first store in Southern California in 1982 and have grown to 185 stores in 31 states. Tilly's offers one of the largest assortments of brands and merchandise from the top players in the surf, skate, motocross and lifestyle apparel industries available both in stores and online at tillys.com. Our knowledge of ever-evolving trends and our access to the most popular brands allows us to have an unparalleled assortment of merchandise. Our selection and the look and feel of our stores are distinct and create a shopping experience that is unique, creative and fun.