



## Objectives:

- Advanced Search & Navigation
- Easy and flexible Integration
- Cross and up-selling

## Solution:

- FACT-Finder's Saas Model
- Comfortable Navigation
- Professional Recommendation Engine

## Results:

- Low maintenance
- More satisfied customers
- Fuller baskets

# eddiebauer.de

an outdoor brand that offers signature outerwear

## Eddie Bauer implements FACT-Finder's "Software as a Service" solution

Omikron's error-tolerant search increases the conversion rate for more website sales.

Search, Navigation, and a "Recommendation Engine" are three key components for successful eCommerce. Eddie Bauer left nothing to chance by selecting the market leader, implementing FACT-Finder as a hosting solution.

Originally founded in 1920 in Seattle, the Eddie Bauer brand name quickly became well known for the highest quality in traditional outdoor casual clothing, facilitating the company's worldwide expansion. Since 1995, Eddie Bauer has employed a variety of distribution channels in Germany, including catalogues, stores, and eCommerce. The Internet portion of the company's sales is constantly increasing.

You may also like:



FACT-Finder's Recommendation Engine

## Superior on-site Search and Navigation system

An important component for the company's eCom-merce success was initiated in 2007, with a decision to completely design a new website. Eddie Bauer placed extremely strict conditions for the site's relaunch. The new online shop should be easy to use and platform independent, but at the same time not require changes to the existing infrastructure. In addition, daily shop maintenance should be held to a minimum, and most importantly, it was to offer a technically superior on-site Search and Navigation system.



## Recommendation Engine for optimal cross-selling and up-selling

Eddie Bauer quickly settled on FACT-Finder, which as market leader is used by more than 700 shops across Europe. In addition to FACT-Finder's error-tolerant Search and Navigation, Eddie Bauer also employs the Recommendation Engine for optimal cross-selling and up-selling. The Recommendation Engine identifies articles that are often purchased to accompany particular products. For this purpose, FACT-Finder analyses online purchases to discover corresponding product and category relationships. These may then be recommended actively to other customers who search for the same or similar articles.

## Search queries and sales increased

The result is that since Eddie Bauer relaunched their new site using FACT-Finder, the numbers of visitors and search queries have increased continuously and sales have increased significantly because of FACT-Finder's implementation. The new shop control system permits in-stock products to be shown to customers first, lowering the rate of returns. FACT-Finder runs virtually without any maintenance and is extremely stable, which contributes to the shop's ease of operation. Eddie Bauer's expectations for the new system have been more than fulfilled, confirming that the original decision to choose FACT-Finder was indeed correct.

## FACT-Finder as an ASP solution

Eddie Bauer is thrilled with this utility: right from the start, and simply using the available default settings, the FACT-Finder Recommendation Engine was able to generate a sales increase of more than 3%. Since Eddie Bauer makes use of FACT-Finder as an ASP solution, the company has access to an individual contact representative, who continually keeps the shop up to date and assists in developing new features. An additional critical advantage for Eddie Bauer is that new product data and programs may be imported within seconds, even while the online store is in operation. Existing shopping baskets retain their contents unchanged, and it is not even necessary to restart the server.

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