



# NEXTOPIA CUSTOMER CASE STUDY

## TIPSY ELVES

### NEXTOPIA HELPED TIPSY ELVES ACHIEVE:

- ▲ 227% Increase in Conversion Through Search
- ▲ 247% Increase in Internal Search
- ▼ 23% Decrease in Bounce Rate
- ▼ 18% Decrease in Customer Service Calls

### THE CHALLENGE

Poor Search Results.

### NEXTOPIA RESULTS

- 227% Increase in Conversion Through Search
- 247% Increase in Internal Search
- 23% Decrease in Bounce Rate
- 18% Decrease in Customer Service Calls

### NEXTOPIA BENEFITS

Topsy Elves found that the decision to go with Nextopia was an easy one not only because of the staggering results but because of the knowledge of the sales and support teams.

#### INDUSTRY

Clothing



#### PLATFORM



#### NEXTOPIA PRODUCTS

eCommerce Site Search

#### WEBSITE

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



We can rely more on search results and, it helps knowing that those who are unable to find the products they want can find them easily through our site search.

Evan Mendelsohn, Founder, TopsyElves.com

## TIPSY ELVES: AN INTRODUCTION

Tipsy Elves is an apparel company that specializes in making fun apparel for various holidays and occasions throughout the year. Based in San Diego, California, their slogan is “designed for fun”, aiming to create specialized Holiday Apparel for both men and women. Recently gaining popularity through their success on ABC’s the Shark Tank, their hallmark products are their “Ugly Christmas Sweaters”. Their website is run on a Magento platform based on .NET and they have been a Nextopia Customer since 2015.

## THE CHALLENGE

Before implementing Nextopia’s Site Search software, Tipsy Elves had noticed that their current search was not providing their customers with optimized search results. With a website that sees tens of thousands unique visitors a day, they had also noticed that the current solution lacked search functionality for their mobile users, leading to a dissatisfaction with the overall search experience.

Prior to Nextopia, Tipsy Elves noticed that their built-in search solution was unable to redirect customers to other content and relevant information in their search bar. Their default search bar did not have the capacity to provide sophisticated and relevant search results for their products, pulling up unrelated products to queries, increasing the bounce rate and lowering their on-site conversion rate.

*“We realized we were losing a lot of business because customers couldn’t find the products they were looking for. Magento’s native search function was not functioning properly or displaying the right products. This was something we knew we needed once we realized we were leaving money on the table.”*

*- Evan Mendelsohn, Founder, TipsyElves.com*

Through a simple integration, Tipsy Elves was thrilled to learn about the additional features available through Nextopia that would help guide their site search efforts.

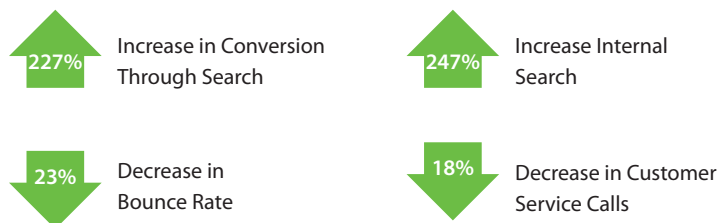
## NEXTOPIA RESULTS

Once Nextopia’s Site Search solution was implemented, Tipsy Elves experienced an amazing ROI, and the results were better than expected. They saw an increase in conversion through search of 227%, and an increase in internal search of 247% in comparison to the previous year. Additionally, the site saw their bounce rate decrease 23% and calls to their customer service department drop by 18%. As products became more easily found on their website, customers have been able to find what they are looking for faster, reducing the search to exit rate due to readily searchable products, FAQs and other site information.

*“Nextopia offered a simple but powerful search that did exactly what we were looking for.”*

*- Evan Mendelsohn, Founder, TipsyElves.com*

Statistical data provided by featured customer



## NEXTOPIA BENEFITS

Tipsy Elves found that the decision to go with Nextopia was an easy one not only because of the staggering results but because of the knowledge of the sales and support teams. The sales team provided all of the necessary information up-front which enabled them to make an educated decision when deciding to work with Nextopia. Additionally, the support team has been prompt and very helpful whenever they have required assistance, pointing them in the right direction to help videos and supplemental training sessions.

Additionally, the Tipsy Elves team has been able to make more decisions based on data their marketing strategies. Reports provided through the back-end of Nextopia Software solution has enabled Tipsy Elves to better understand their customers and in turn serve them more effectively. They have now been able to see and review which search terms return zero results, and adjust their product lineup accordingly.

*"As we added more products to our website, it became increasingly important that our customers could find the products they were looking for."*

*– Evan Mendelsohn, Founder, TipsyElves.com*

The Tipsy Elves found what many of Nextopia's other 1,700 happy customers found—that our cost effective eCommerce site search solution grows conversion and increases ones ROI!

**CALL US FOR A FREE SITE EVALUATION 800.360.2191**