



Meeting Custom Demands to Double Online Sales

"Findify is a great product—that's a big difference."



Richard Enriquez, Director of Marketing
Enterprise Customer

SNAPSHOT

About White River

White River is a niche leader—managing 3 websites—with over 5000 products and thousands of daily visitors to support.

White River launched the market for decorative millwork in the mid 1970s. Establishing itself as the "One Source" for classic architectural millwork solutions and woodcarvings for remodeling projects, new construction and restoration projects—White River steadily grew market share into an impressive network distribution spanning 50 states and 27 countries by 2015.

STORE URL **mouldings.com**

INDUSTRY **Home Improvement**

REGION **North America**

Goals

1. Replicate niche-leading, responsive customer experience to double online sales

Approach

1. Implement advanced A.I solutions to intelligently organize over 5000 products and variants into a seamless shopping experience at every customer touch point
2. Replace static search and browsing solutions with dynamic capabilities to return relevant results at the right time
3. Utilize Findify's intuitive merchant dashboard for complete control of merchandising to keep up with market demands, price and product changes

Results highlighted



"AdSense"-like ability to get new & trending products front and center



Saving thousands that would otherwise be lost paying site administrators and developers



Peace of mind with a sound investment in solid support

"Search is everything."

THE PROBLEM

A versatile business needs a flexible solution

As the Director of Marketing for all 3 online sites, Richard has to be a "swiss army knife." As the leader in his niche—juggling administrative and technical challenges of keeping sales on track through multiple channels—he's up against fierce competition and strict constraints on time and money.

In order to maintain White River's position as a design leader and visionary, they must continue to excel at what brought them such steady success: listening to its customers—architects, designers, builders, cabinetmakers, and homeowners across the country—who look to White River for elegant hardwood mouldings and handcarved woodcarvings.

In early 2017, White River replatformed their consumer-facing (B2C) site to be laser-focused on creating a premium visitor experience to target homeowners. With a product line of 10 collections with over 2,200 unique products, White River knew they needed a nimble search solution that they could **customize deeply**.

With so many solutions to choose from, the question became, "If I have to make an investment, where will I get the best bang for my buck?"

"You can have the best product but if you don't have a way for people to find them quickly, it's all for nothing."

THE CHALLENGE

Wading through a sea of solutions

Richard knew that it needed to be as easy as possible for people to find—and buy—what they were looking for. Already battling slow pages without dynamic filtering, Richard's #1 priority became finding a solution that could handle the company's 5000 products and variants seamlessly to minimize buying friction.

Their current solution (Instant Search Plus) —"unresponsive and disengaged"—wasn't making the grade. In fact, they even paid for additional in-house developers to pitch in—costing even more money, more time, and tons more frustration.

The ability to customize by SKU was paramount, and no one would do it.

Findify Helps Customers Find What They Want in an Instant

1. Personalized Search
2. Personalized Recommendations
3. Smart Collections
4. Custom Development

"If I have to make an investment, where will I get the best bang for my buck?"

"The one thing that really stuck out was Findify's ability to work with us on customizing—meeting our demands."

THE SOLUTION

Findify's flexibility stands out as a game-changer

Richard recalls the experience of working with Findify like this, "For a company our size, it's important to have the type of relationship where you can ask anything and get an answer—as fast as possible."

Being able to keep up with market demands became much easier with the Findify platform in place. "On the administrative side, having the ability to refresh White River's massive inventory feed—on-demand—is invaluable" to the White River team.

As Richard explains, "Time is money—whenever you're the person that runs the site, or you're sourcing it out. If you factor in what you pay yourself or pay someone else per hour, you can save that amount of money in a single day."

After implementing Findify, launching new products was no longer a source of frustration, but a "breath of fresh air." Richard and White River now have a super fast, custom search solution that they can tie into promotions and sales objectives. Connecting these goals to the trends of their unique visitors created a seamless bridge between what the customers were looking for and what they wanted to sell.

The Impact of Connecting Business Goals with Smart Technology



"AdSense"-like ability to get new & trending products front and center



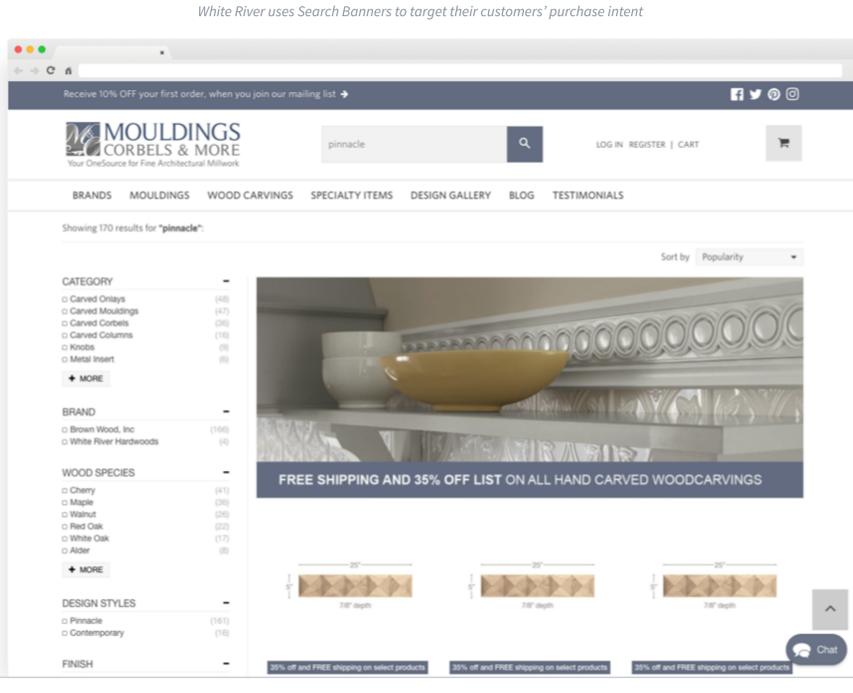
Saving thousands that would otherwise be lost paying site administrators and developers



Peace of mind with a sound investment in solid support

"Time is money. If you factor in what you pay yourself or someone else, [with Findify] you can save that amount in a single day."

White River uses Search Banners to target their customers' purchase intent



"What I learned is you pay for what you get. If you're gonna make an investment, you need to get the right support."

THE RESULT

The right support yields the perfect solution

With the online side just 2 1/2 years off the ground, Richard expects sales to steadily double from their current 10% to more than 20% before the end of this year. Only full, undivided support can help him and White River make the steady trek towards that ambitious goal.

Findify stepped up to the challenge, easing the burdens and bloated budgets that come with custom development so that Richard and White River can concentrate on making the right decisions for their customers—and, ultimately, their bottom line

About Findify

Findify's A/B tested Athletic A.I. and advanced machine learning returns engaging, relevant results for every visitor—and increased ROI for merchants. Gain an average 30% increase in revenue per user in less clicks than any other integration.

- ✓ Integrates in minutes
- ✓ Easily scales as you do
- ✓ Bullet-proof ROI

See how Findify can return results — Schedule your personal demo

[Schedule your 10-min walkthrough](#)

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