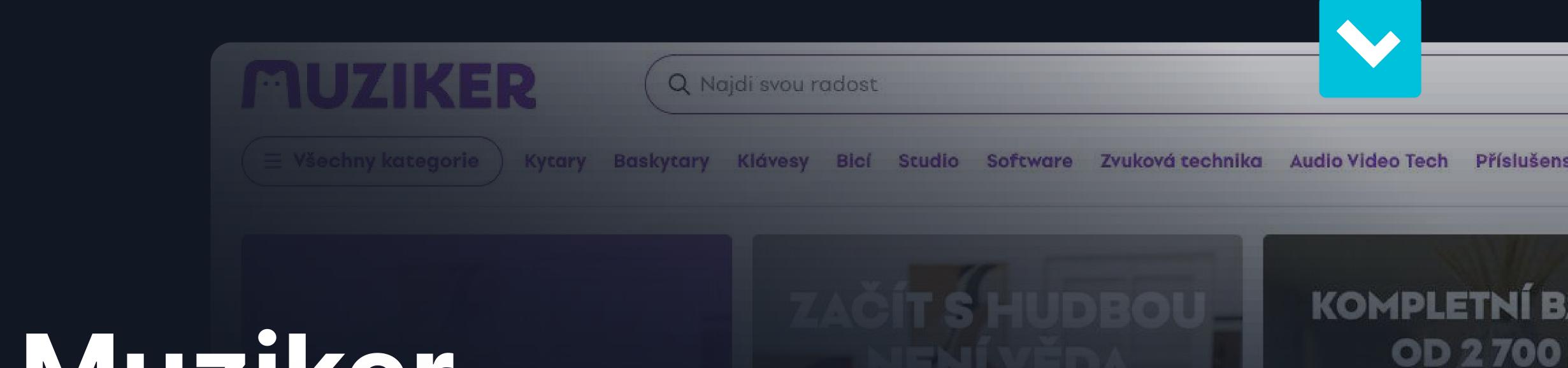


# Shopping Assistant: Muziker Rocks On With a 13% Conversion Uplift



## Muziker

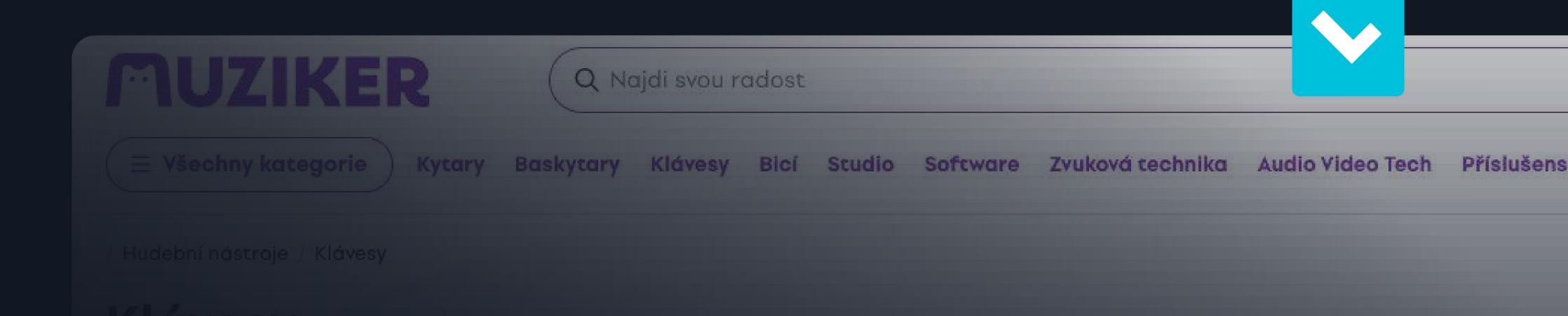
Muziker is made up of people who live and breathe music. It has grown into a major store offering musical instruments, LP vinyls, music merch, and more across over 30 European countries.

#### Luigi's Box helped to:

- Q\* Create friendly shopping experiences for non-experts
- Increase turnover in the Keys category
- Reduce product returns with minimal UI changes



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blíbené nejen mezi zkušenými hudebníky, ale i mezi těmi, ktei

en jeden konkrétní druh klávesového nástroje – tradiční ak

# Helpful Shopping Assistant

Luigi's Box brought a guided assistant that asks simple, user-oriented questions instead of listing specs.

- Directs shoppers toward the right products
- Recommends one top product and a few suitable alternatives
- Increases conversion rate and category revenue

## Results



Luigi's Box Shopping Assistant brought a conversion rate uplift of more than 13%, and a revenue uplift of almost 18%. The results were from category Keys and revealed during an A/B test.

Q

13%

Conversion rate uplift

18%

Revenue uplift





### Category Conversion Uplift of 13%

Luigi's Box Shopping Assistant helped our customers make better product choices. As a result, we saw a measurable 13% increase in conversion rate in our Keys category. The assistant doesn't push sales—it guides with relevance. It's like having a smart salesperson—automated and highly skilled.



Ondrej Proksa
CTO, Muziker