



MUZYKER

**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:

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





MUZYKER

Q Najdi svou radost

Všechny kategorie

Kytary

Baskytary

Klávesy

Bicí

Studio

Software

Zvuková technika

Audio Video Tech

Příslušenství

Hudební nástroje / Klávesy

Klávesy

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.



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



luigisbox.com