



Romstal Built a 10% Revenue Uplift



A screenshot of the Romstal website interface. At the top, there's a search bar with 'mobilier baie' entered. Below it, a navigation bar includes 'Categorii produse', 'Rabla Sobe', 'Catalog Ceramice Sanitare', 'Branduri', 'Ai un proiect?', 'Newsletter', and 'Blog'. The main content area shows 'Pentru mobilier baie' and a list of products with filters for 'In stoc' and 'Do (408)'. Sorting options are set to 'Sorteaza dupa: Pret crescator' and 'Produce pe pagina 20'. A pagination indicator shows '1 - 20 din 542 de produse'.

Romstal

Romstal is a company specializing in the sale of installation equipment for the construction industry. It offers more than 20,000 products, all known for their internationally recognized quality—an essential part of the company’s market strategy.

Using Luigi’s Box helped Romstal to achieve:



Higher search results relevance



Improved shopping experience



Increase in overall revenue





Improved search relevance

Romstal wanted to help users find products more efficiently while reducing bounce rates and increasing conversions Luigi's Box refined search result relevance and organized them into clear categories.



Reduced bounce rate and increased conversions



Refined search results



Organized search results for better shopping journey



Better product discoverability

Luigi's Box Search improved the search experience, allowing users to find products with greater accuracy and speed, even despite typos or synonyms. This brought higher revenue and reinforced Romstal's reputation as a user-friendly online store.



Greater accuracy and speed of search

Aa

Handling typos and synonyms



Higher revenue and reinforced reputation



Results



Romstal reported a positive boost to brick-and-mortar store sales and online sales



30%

Search usage



+10%

Overall Revenue
uplift



5%

No Search results





I highly recommend Luigi's Box to anyone looking to improve their on-site search

Don't hesitate to reach out to their team early in the process, they're incredibly helpful, responsive, and committed to your success. Luigi's Box isn't just a tool, it's a very valuable collaboration.



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