

# mequedo uno

## Case Study



 **motive**



# Content

<b>How to look for - and find - the best bargains on MeQuedoUno</b>	<b>3</b>
<b>Easily find any product</b>	<b>6</b>
<b>The importance of design and presentation</b>	<b>9</b>
<b>Improve the customer experience with one simple change</b>	<b>13</b>

# How to look for - and find - the best bargains on **MeQuedoUno**



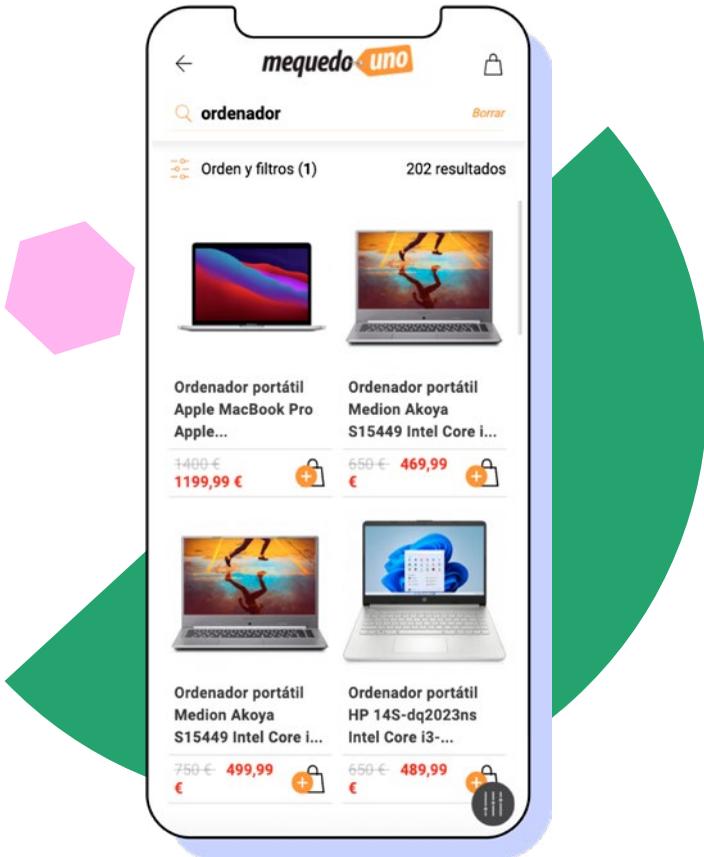
Those of us looking for a last minute deal know exactly where to go to find the best prices in town.

In Spain, that's **MeQuedoUno**, the online store where bargain hunters have been snapping up too good to be true offers for more than a decade.



Since 2009, they've built a large and loyal customer base while becoming a reference in the sector.

With an extensive catalogue of products and offers as well as weekly offers across technology, fashion, sports, and more, having a search tool as good as their deals is the secret to keeping shoppers satisfied.



# Easily find any product



The offers on MeQuedoUno change on an almost daily basis, and their product catalogue is so extensive that **not even their most loyal shoppers knew where to begin.**

According to management, with over 300 product references, a good search tool is a must for an online store like this.

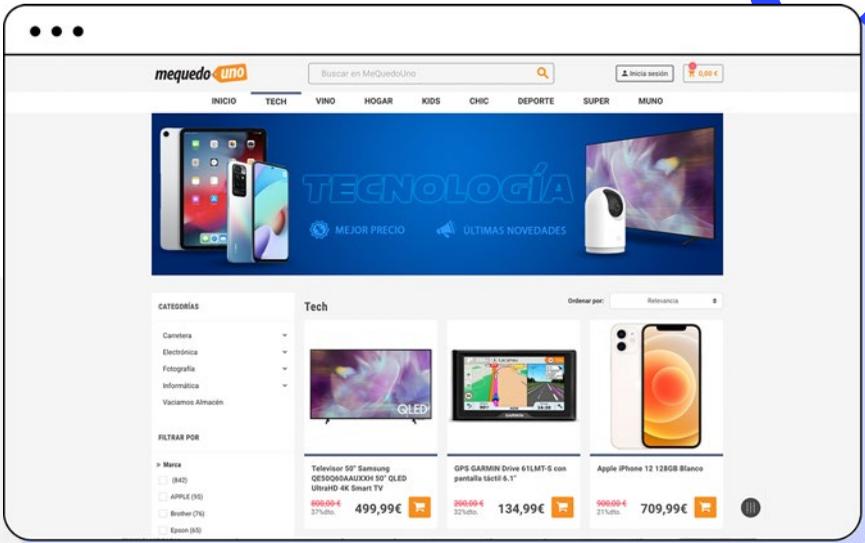
**“With thousands of products on our website, it was still up to you to find the one you wanted. It was like looking for a needle in a haystack: impossible”.**

**Javier Trías**, Manager and CMO of MeQuedoUno.



With **Motive Commerce Search**, MeQuedoUno can help customers quickly find exactly what they're looking for thanks to things like customised filters (filtering by brand, by category etc.) or synonyms.

**“Allowing the user to find the product they want with just one search is essential for conversion.”**



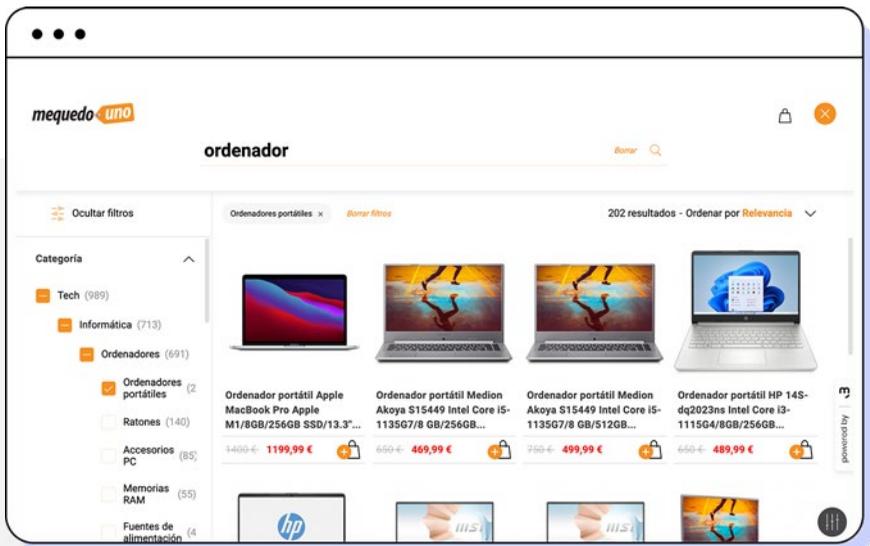
# The importance of design and presentation

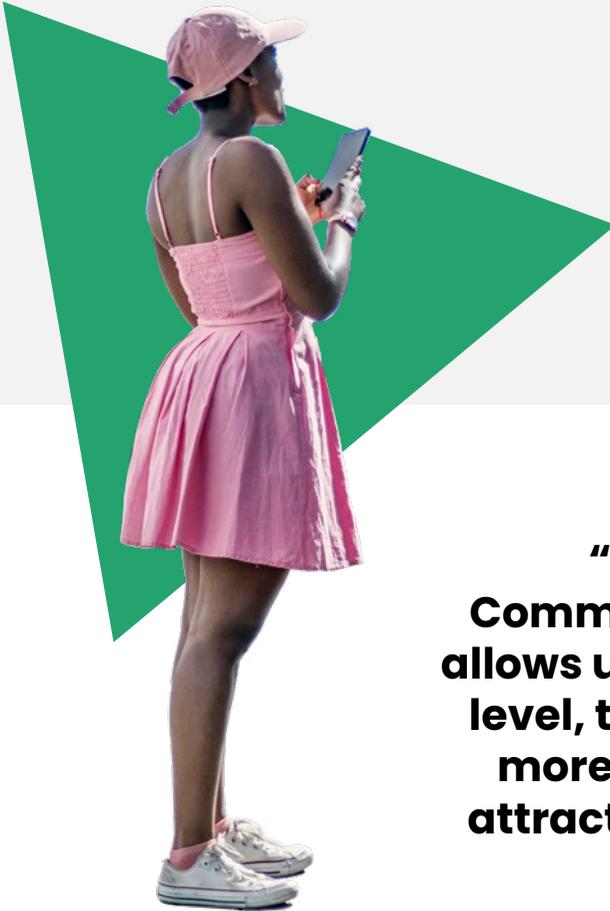


Retailers on the high street and online know all too well that throwing thousands of products out on display without thinking how they look in the eyes of the customer won't get you very far.

Displaying them with thought and care is vitally important. First impressions really are everything when it comes to retail.

How results are displayed when customers search for deals on MeQuedoUno is a perfect example of why aesthetics and presentation are so important.





**“Motive  
Commerce Search  
allows us, at a design  
level, to give much  
more visual and  
attractive results”.**

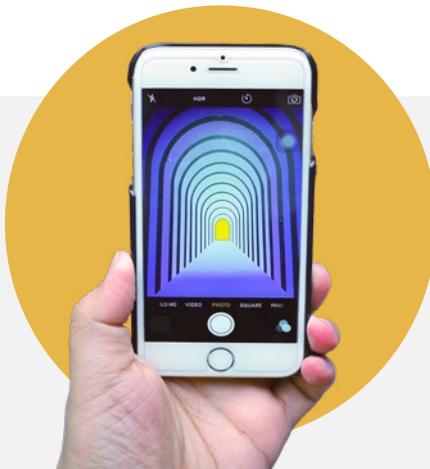
And MeQuedoUno can do this without losing their brand identity, by adjusting the appearance of the search function to match their brand’s colours, font, and overall website design.



# Search that boosts sales

Some people use search to find; some use it to discover. While this statement might sound like a mantra for those in the crazy world of eCommerce, it perfectly highlights the recent changes in online shopping habits. Although they haven't yet been able to do a deep-dive on the data, the MeQuedoUno team have checked their sales funnel and noticed this mantra coming to life:

**“A large share of purchases come from the search engine. Either by direct searches or by suggestions and related products”.**



# Improve the customer experience with one simple change

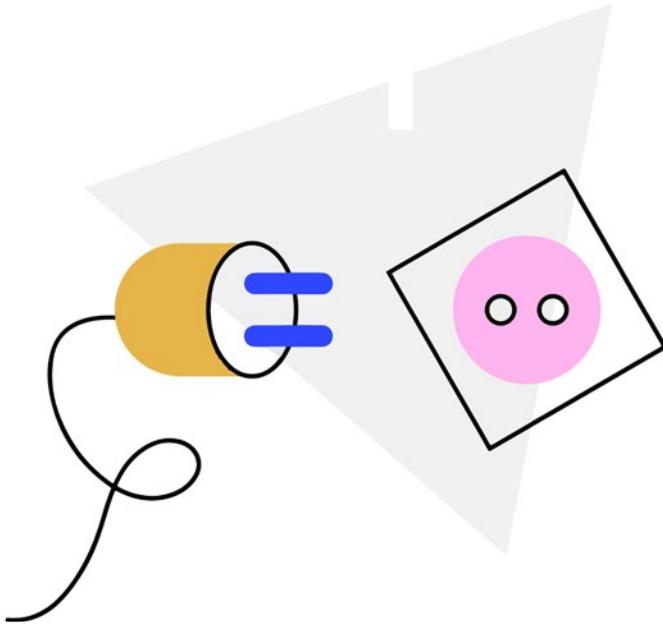


Before providing **a streamlined, dynamic and engaging search experience** for all bargain hunters, MeQuedoUno had to do their own research, with plenty of trial and error.

They started by testing the default search engine of their sales platform, but realised it wasn't up to the job. They needed something else.



**“In terms of design, the search engine is really good. You see it and instantly like it. It’s impressive”.**



After they came across Motive.co, installing the Plug & Play search solution and improving their online store took a matter of minutes.

Their satisfaction is now part of their success story.





# Thank You!



**motiye**

LONDON | ASTURIAS | GALICIA

info@motive.co · www.motive.co



Powered by **eMPATHY.CO**

