

LA FRIKILERIA

Case Study



motiye



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La Friklería, the place to find all your fan favourites





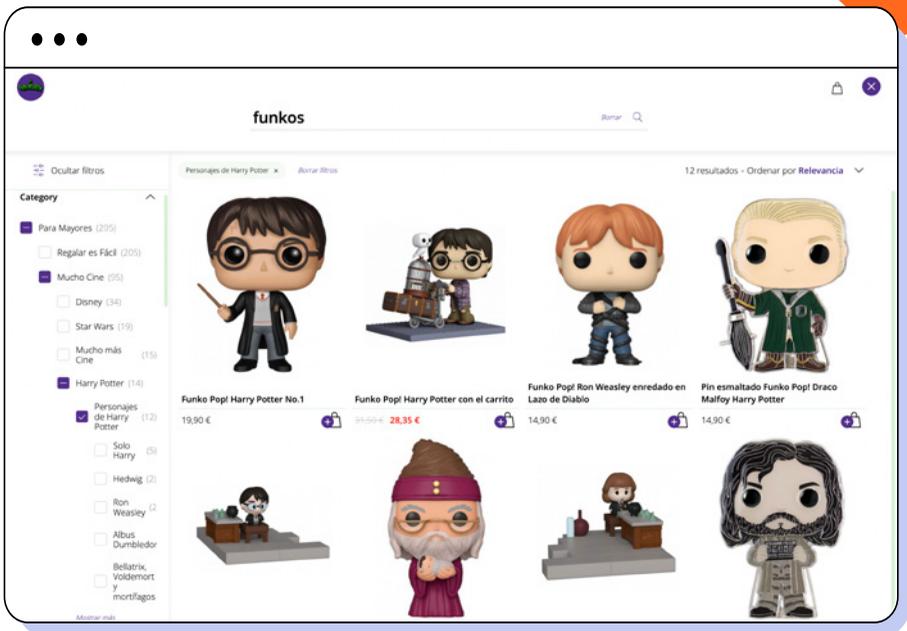
La Frikilería is a Spanish based shop for fans of movies, series, manga, video games and more. Its founder, Beatriz Álvarez, is confident anyone can find something they'll love there. And she's right.

After a quick browse through their online store, you'll be sure to find the perfect gift for any family member, friend or friki - the Spanish for geek - that you know. There are clothes, cosmetics, costumes, merchandising, home accessories, sweet treats and more.



But with such a wide range of products, some of the shop's most avid customers were getting lost for hours looking for the perfect item in their online store. Harry Potter fans and Funko collectors have, after all, plenty of choices.

Luckily for them, **La Frikiería** now offers **a search experience as unique as their catalogue**, thanks to Motive Commerce Search.



Products that once found, sell themselves





What started in 2015 as a small local business has become the go-to store for geeks and fans around the world. If you're looking for a specific item on La Frikilería, nine times out of ten, you'll find it. The team has been working for over 7 years to offer a wide range of products they know their customers will love.

"The items in our shop practically sell themselves. One look and you know you've found what you came for."

However, with such a diverse catalogue, the challenge up until now was actually finding those products in the first place.

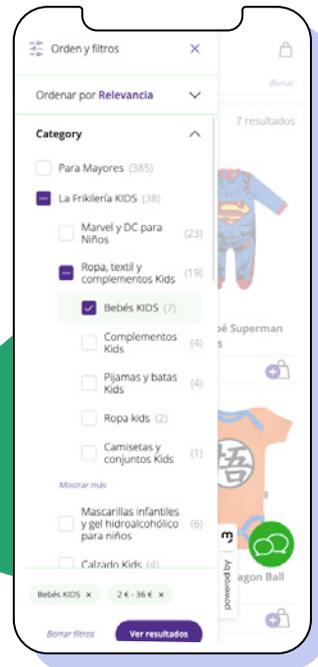


By using Motive Commerce Search, La Frikilería helps shoppers find what they're looking for thanks to a number of different features:

- Filters, which help shoppers mark the attributes they want displayed on the results page.
- Synonyms, which help broaden the range of words that define the same product.
- The dynamic display of the search results themselves, which update as you type.

Each of these features make shopping on La Frikilería a unique and powerful experience.

“It’s a real bonus for us and our catalogue.”

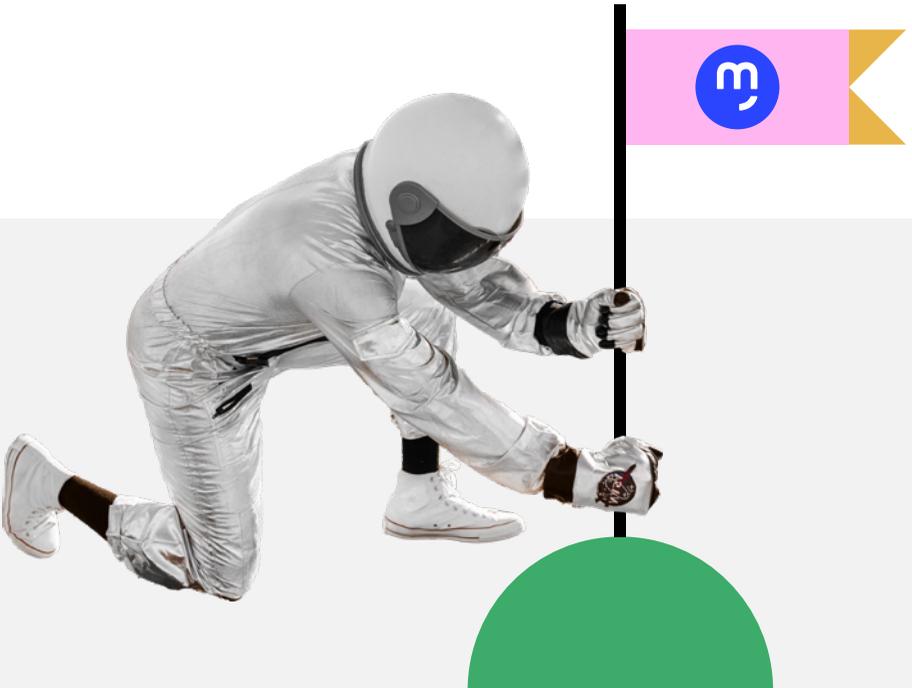


The right time to switch to a new search solution



This isn't the first time that La Frikilería has used a new search solution, and their goal has always been the same: to improve the customer experience in their online shop. Unfortunately, none of the previous tools they used lived up to their expectations. The functionality was too basic, the price too expensive, or the adaptation to their catalogue not smooth at all. No search solution fulfilled their needs until they tried Motive Commerce Search.

“Coming across Motive Commerce Search was an eye-opener for us.”



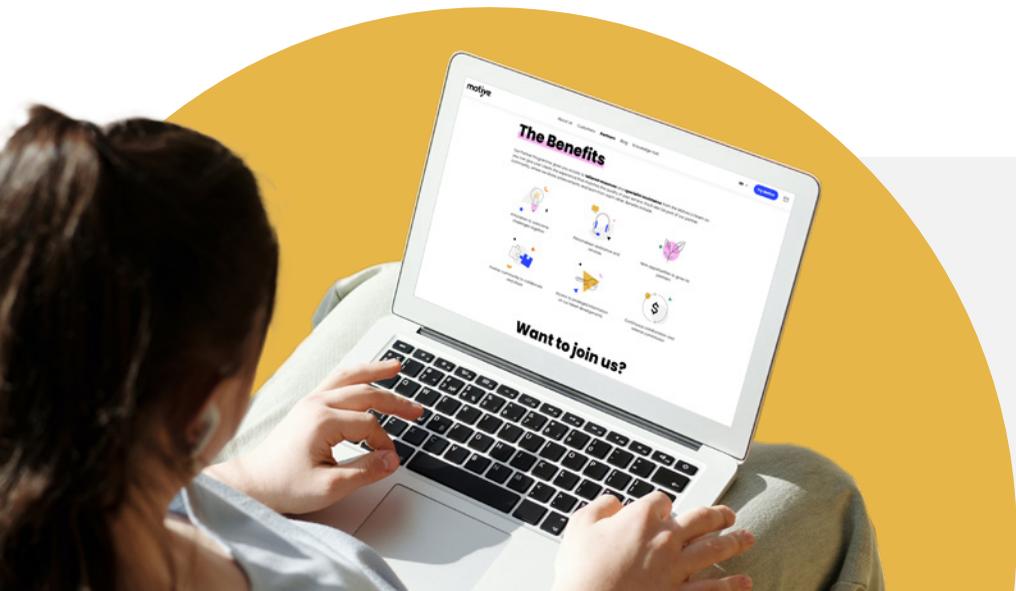
The big brand search experience, right out of the box



After their long journey looking for the perfect search solution, everything became clear when La Frikilería began using Motive Commerce Search.

Thanks to the easy to install Plug & Play tool, they now offer a unique shopping and search experience to their customers. One that, until now, was only available to some of the biggest brands.

“We find it a privilege to have access to this technology.”





Thank you!



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