

Leading U.S.-based  
wholesaler attributes

# 2000% Online Revenue Boost to GroupBy

## Leading Wholesaler

### GroupBy Product: Product Discovery Platform

- Search
- Recommendations
- Data Enrichment
- Merchandising
- Reporting & Analytics
- ETL
- CMS

### Industry: B2C Retailer



## The Challenge

### Scale With Digital Channel Growth Goals

A leading US-based wholesaler needed a modern search solution that would scale with its digital channel growth goals. It was also looking to **reduce IT resource costs**, since even incremental gains to its KPI metrics required significant IT investment and resources. They determined that the GroupBy eCommerce Suite aligned perfectly with its requirements. They were also impressed by the GroupBy team, who showed a willingness to be a proactive partner in the company's success.

## The Solution

### Increased Product Findability, Increased Online Revenue

The wholesaler opted to invest in the complete GroupBy eCommerce Suite: [Search](#), Filtering, Category Browse Pages, [ETL](#), [Data Enrichment](#), [Search Analytics](#), [Recommendations](#) and CMS. GroupBy's Data Enrichment solution added product details to **increase overall findability** while advanced machine learning analyzed the **complex product catalog and numerous customer actions** to continuously improve product recommendations and personalization.

The wholesaler's Senior Director of Digital UX and Product Management commented, "I would say GroupBy brings a fresh perspective that resonates with a modern user and customer experience."

The GroupBy team implemented **advanced filtering capabilities**, surfacing products that aligned with the company's growing number of programs, such as **same-day delivery**. The CMS improved SEO and gave the wholesaler a chance to educate and develop deeper customer relationships through blogs.



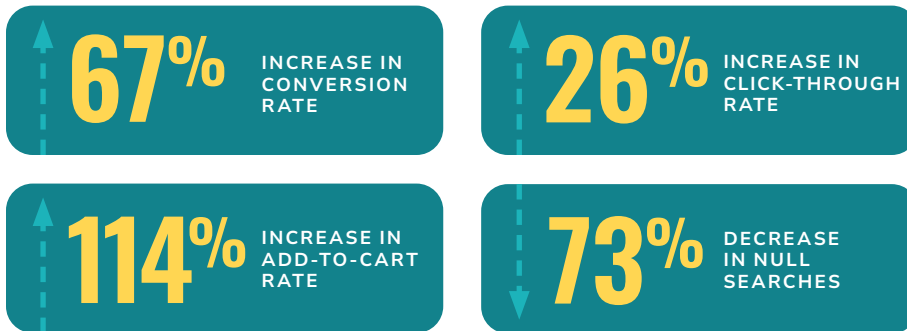
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Senior Director of Digital UX  
& Product Management

Analytics enabled **continuous improvement and refinement** of merchandizing and overall site experience. The GroupBy Customer Success team provides leadership as well as partnership. The Senior Director noted, “GroupBy has a resilient attitude, so they are there to learn with you as your partner, and they keep you updated about not only the good things but the bad things as well.” She continued, “**Their leadership made the relationship smooth and straightforward.** A lot of authenticity and follow through has been added to the interaction.”

## The Results / Compared to the control group



“In working with GroupBy, we found that **we saved significantly in IT costs**, were able to **reallocate IT resources to higher priority tasks** and enable our eCommerce team to quickly and effectively update the site,” commented the Senior Director. The enhanced customer experience is proven by **significant increases in add-to-cart rate and revenue.**

Since implementing GroupBy, the wholesaler has seen an online **revenue boost of 2000%** and marked improvements in other key eCommerce metrics. Plus, there is a steady stream of fresh ideas as a result of the relationship between both teams.

The Senior Director commented, “I would advise clients to get more engaged, because this is not plug and play and then forget about it. Rather, they should develop a good understanding and engagement to truly start seeing the value.”

### GroupBy Overview:

GroupBy’s cloud-native SaaS technology powers the world’s most relevant and highly converting eCommerce websites. Our composable Product Discovery Platform powered by Google Cloud Vertex AI Search for Retail provides industry-leading features for data enrichment, search, recommendations, navigation, personalization, merchandising and search analytics. GroupBy’s next-generation search and recommendations platform creates seamless eCommerce experiences optimized for your business outcomes, including revenue, margin, and profit. We excel with complex, large-scale B2B configurations and in dynamic, high volume B2C scenarios. Founded in 2013, GroupBy is headquartered in Toronto, Canada and has offices in Austin, Texas.



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