Shopbox AI

23% AOV Uplift

2.6X Conversion Increase

TileStyle Grows Order Value by Replicating Its Market-Leading In-Store Experience Online

Project Overview

Home Goods Retail | Shopify

www.tilestyle.ie

About Tilestyle

TileStyle wears the crown as the largest tile and bathroom showroom in Europe. Based in Ballymount, Dublin, TileStyle is home to a stunning tile, bathroom, kitchen and wood flooring showroom, covering 52,000 sq. ft.

Challenge

- Navigating the extensive online collection is difficult for customers, making it hard to find relevant products.

- Replicating the in-store experience online is tricky, especially when customers seek guidance for significant purchases like home materials.

- The transformation from a transactional store to a fully optimised one is imperative to create an improved customer journey and overall shopping experience.
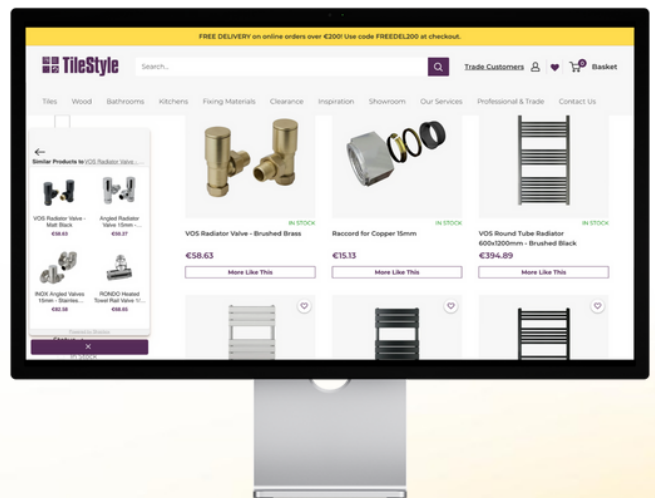
Solution

Bringing the in-store experience online

Shopbox mimics the in-store assistant from the first click. It adapts the store based on behaviour — providing an unintrusive, intuitive journey.

> "
> "Shopbox really enables us to showcase the breadth of our product range online, which is one of our key USPs."
>
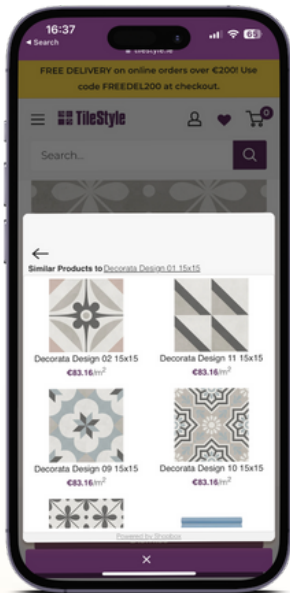> Valerie Mc Carthy
> Head of eCommerce, Tilestyle

Shopbox's AI-powered pop up sales assistant on the Product Listing Page

Shopbox AI

Smart Merchandising

The AI Shop Assistant dynamically guides visitors based on their clicks and suggests products. This is complemented by tailored carousels at the bottom of the PDPs.
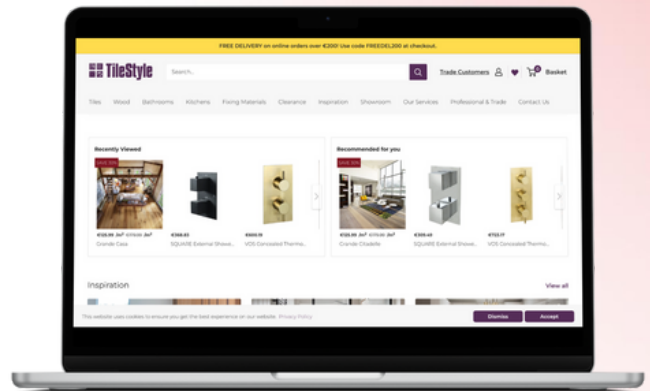
> "It's like walking back into our physical store and the human assistant not only recognises you, but also remembers what you were interested in when you visited previously. This saves our shoppers time and helps streamline their online shopping experience."

Optimised for mobile browsing

Fast Implementation & Brand Alignment

Shopbox AI collaborated with TileStyle, testing pricing displays and recommendations pre-launch to achieve the desired results.

Dynamically generated homepage product suggestions

Results

↗ 24% of shoppers who interact with Shopbox account for 53% of online transactions, with a 2.6X higher conversion rate.

↗ Notable gains include a 23% average order value boost & a threefold increase in product page visits.

> "Shopbox AI is great to deal with – they definitely made the implementation process very easy. Incredibly responsive too, both in terms of following up on questions and listening to suggestions."

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

📍 Shopbox AI, Huckletree D2, The Academy, 42 Pearse St, Dublin, D02 YX88, Ireland.

🌐 www.shopbox.ai | Contact Us