



Project Overview

Baby and Nursery Products | Shopify
tonykealys.co.uk

About Tony Kealys

Tony Kealys was established half a century ago, but it was in 2004 that Paul Kealy, decided to focus entirely on prams and nursery products. The company sells leading brands such as Silver Cross, Bugaboo, Babylo, Egg, Nuna, BeSafe, Joie, Maxi-Cosi, Britax, Uppababy and Axkid

Challenge

Trustworthy Bonds: With a focus on product safety, the company emphasises the importance of bringing in-store experience to the online setup.

“With the birth rate in Ireland at around 2.3 children per parent, that means the typical active and ongoing relationship can last nine to 12 years or more.”

Alison Kealy, Managing Director
Tony Kealys

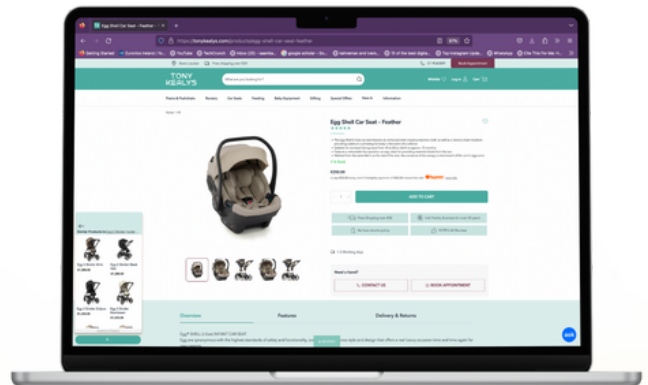
Building lasting business: With relationships that can span up to 12 years, it's important to provide a personalised and seamless experience that keeps customers coming back.

Solution

Building Loyalty

As Tony Kealys' customer base shifts online, Shopbox takes on a crucial role in earning and upholding customer trust and loyalty.

“People want the convenience of being able to shop online and we want to ensure that they can see all the options, enabling them to make the best choice.”



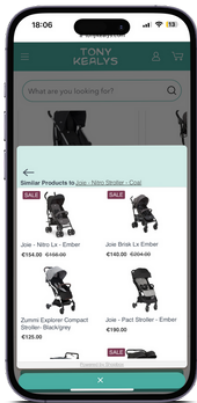
Shopbox's AI-powered pop up sales assistant on the Product Detail Page



"The implementation of Shopbox was totally seamless, it was amazing. And Shopbox has been highly proactive and responsive to our requests ever since".

Enhancing User Experience

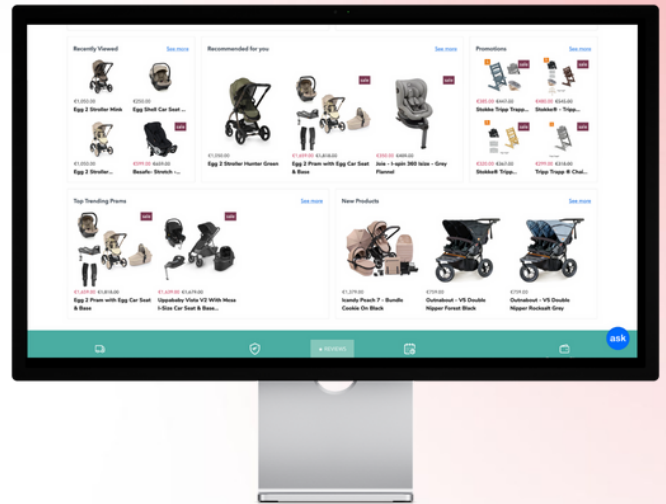
Shopbox creates a great first impression by intelligently presenting options to customers, aiding their decision-making process. It is "helpful but unintrusive." First time parents especially need guidance - Shopbox understands it's about the baby and what they'll need, not just the buggy.



Optimised for mobile browsing



"When the customer returns, Shopbox makes it easy for them to resume where they left off. That's really useful, it saves a lot of time, and it's super-friendly."



Dynamically generated homepage product suggestions

Results



"For me, the big advantage of Shopbox is that it gives shoppers answers without them even knowing what question to ask!"

- Shopbox delivered its ROI within 4 weeks as a result of double-digit conversion growth.
- Product views are up by 5 times, boosting conversion by 292%, with 36% higher average order value.

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.

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🌐 www.shopbox.ai | [Contact Us](#)

