386% Conversion Boost

13% AOV Uplift

Shopbox AI Helps Take Faerly's Sustainability Journey to the Next Level

Project Overview

Giftware | Shopify
www.faerly.ie

About Faerly

Faerly's core value is sustainability, with most products sourced locally in Ireland, often from small makers. They prioritise carbon neutrality, zero waste, ethical sourcing, and inclusivity, all aimed at improving lives.

Prior to Shopbox

Limited Shopify Recommendations

Shopify lacked effective product recommendation capabilities making it hard to highlight new items and offer tailored suggestions.

Expanding Catalog Complexity

As Faerly's product range grew across diverse categories, product discovery became more challenging for shoppers.

Diverse Customers, Diverse Needs

Recommendations designed for gift shoppers often missed the mark for those buying for themselves.
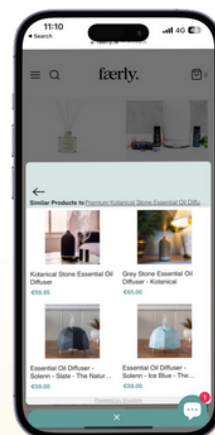
After Shopbox

Effortless Implementation

Faerly had a growing product catalogue and needed better recommendations than what Shopify offered. Shopbox AI stepped in seamlessly with minor branding tweaks, making the transition a breeze.

> It just needed a small tweak to align Shopbox with our website branding. A minor thing, but 'retail is detail' so it was amazing that they could do this.
>
> **James Byrne**, Co-founder, Faerly
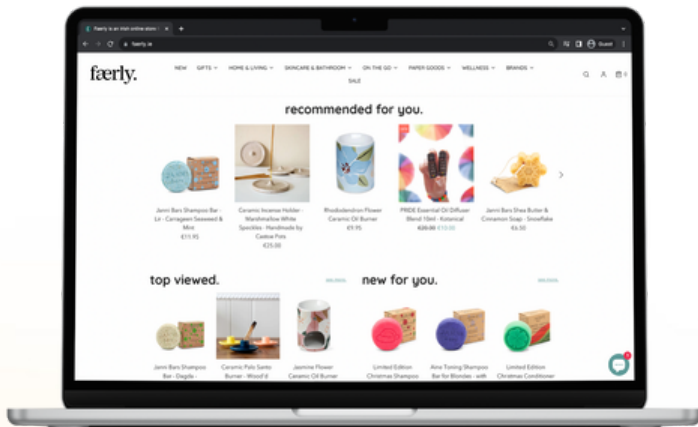
AI-powered pop up shop assistant

Upsell and Cross-sell Magic:

Shopbox AI's intelligent platform transformed Faerly's upsell and cross-sell game. It provided tailored product suggestions, boosting sales potential with prompts like "recommended for you" and "new for you."
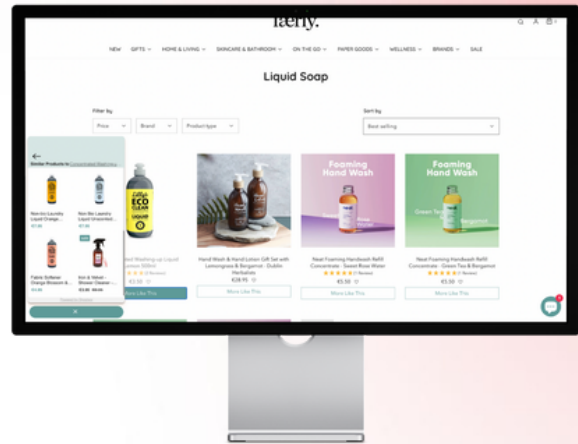
Enhanced Product Discovery

With diverse products from skincare to homecare, finding items was a struggle. Shopbox made product discovery more effortless and satisfying for both gift shoppers and self-buyers.

> **We've noticed an uplift in certain products since we implemented Shopbox, as a result of its intelligent cross-selling. Likewise new products start selling much faster than in the past.**

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

Results:

↗ The uplift in average order value was 13% with Shopbox compared with the baseline.

↗ Product views were up 200% and there was a 386% increase in conversion.

↗ Faerly's digital ad investments became more profitable with Shopbox, converting more paid traffic into sales.

> **What I love about Shopbox is that it runs itself without any intervention... That's important for a small business aiming to be profitable every day but with limited time and resources.**

Dynamically generated homepage product 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