



## Project Overview

Electrical and Homewares | Shopify  
[www.keanscm.ie](http://www.keanscm.ie)

## About Kean's of Claremorris

Kean's of Claremorris, a partner of Euronics and the United Hardware group, has become a leading retailer of domestic appliances, computers, electronic equipment, garden furniture, and homewares across Ireland.

## Prior to Shopbox

### Limited product discoverability

Balancing the brand's strong physical brand presence with a lack of personalised service in their online store.

### Shopping journey friction

Shoppers encountered obstacles such as out-of-stock, leading to frustration and drop-offs.

### Overlooked long-tail items:

Products with less click data were not showing up, resulting in missed sales.

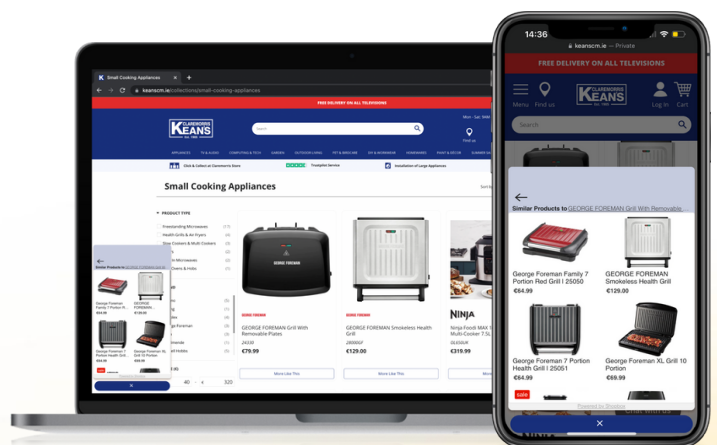
## After Shopbox

### Set & Forget

Shopbox was swiftly set up and required minimal maintenance, freeing up time for the Kean's team to focus on other tasks.

"I looked at how Shopbox AI was helping other retail companies and listened to these companies' recommendations and was convinced that we should give it a go ourselves."

Mark Kean, Director, Kean's of Claremorris



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

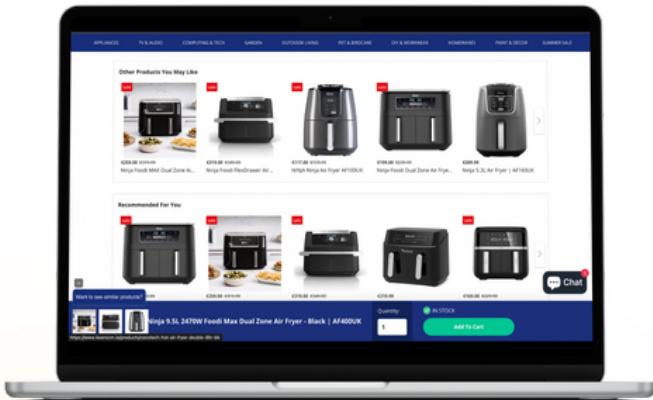
## Enhanced brand affinity

Leveraging AI, Kean's showcased relevant products, deepening customer engagement with their brand.

## Streamlined shopping experience

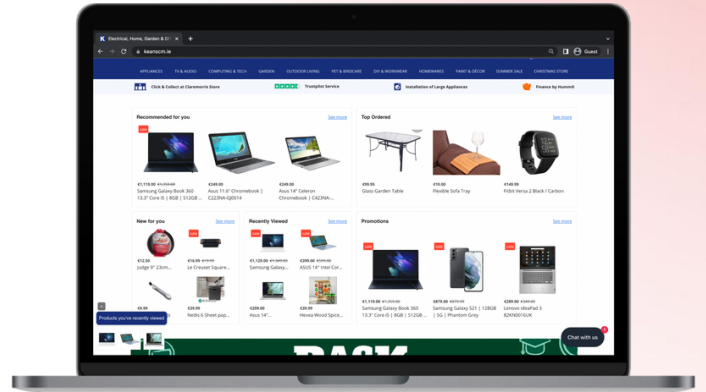
The curated homepage, shop assistant and carousels streamlined shopping journeys, reducing cart abandonment and obstruction from out-of-stock.

“The nice thing is that Shopbox engages with shoppers at every stage in their shopping journey, whether they’re on the homepage, on the product listing page or product display page, it is very unobtrusive.”



AI Powered carousels on the Product Detail Page

“Shopbox provides the kind of functionality normally reserved for global players like Amazon.”



Dynamically generated homepage product suggestions

## Results:

- Nearly fourfold increase (293%) in conversion rate.
- Shopbox users spend over 4X longer time on the site per session and view more than twice as many website pages.

“It’s already making a significant contribution to our competitiveness and confidence to expand geographically as well as adding to the bottom line to support our growth.”

## 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](http://www.shopbox.ai) | [Contact Us](#)

