

Project Overview

Craft Butchers | Shopify

kerrigans.ie

About Kerrigans

Kerrigans is a butchers with a difference. A family business through-and-through is managed by brothers, Barry and Shane. Kerrigans has established itself as a go-to for healthy eating in Ireland, offering expert dietary guidance and delivering protein-packed, premium products.

Challenges

Specialised but Limited Resources

Kerrigans is a small team and sought a low-effort, maintenance-free solution.

Enhancing Online Presence

Kerrigans aimed to drive customer loyalty, raise conversion rates, and increase average order value through their online platform, all while minimising staff demands.

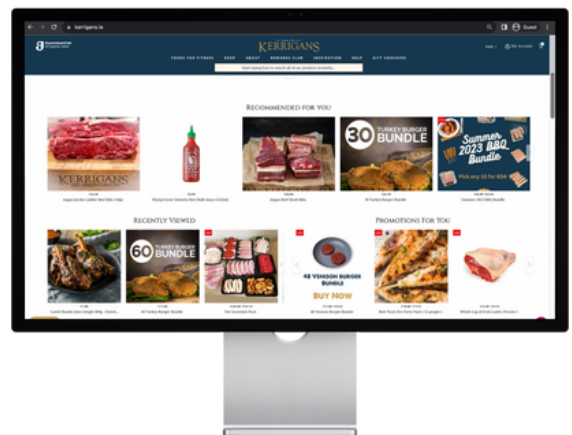
Engagement and Innovation

Kerrigans were looking to create an engaging website that bring in-store like experience online.

Solution

A Curated Homepage in just 3 days

Shopbox was swiftly set up and required minimal maintenance, ensuring a smooth experience. They were one of the first to implement the AI Curated Homepage.



Dynamically generated homepage product suggestions

"The integration with Shopify was plainly very straightforward... and Shopbox was up and running in just three days."

Barry Kerrigan, Managing Director, Kerrigans

Replicating the friendly butcher

Kerrigans provides exclusive items absent in supermarkets, along with expert guidance from their committed staff. Through Shopbox, this exceptional experience extends to their online platform as well!

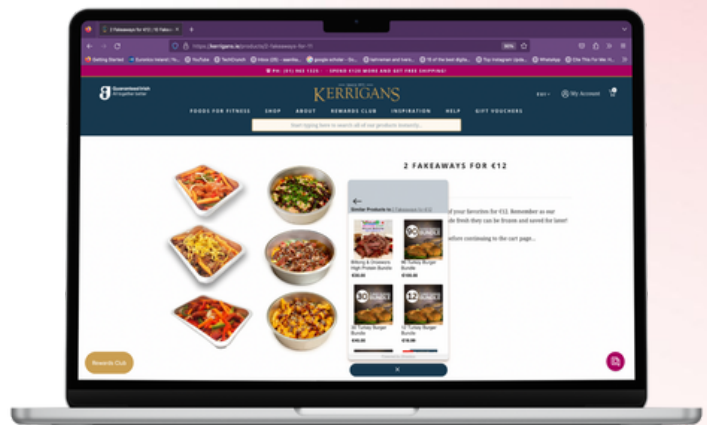
“Shopbox provides in-store levels of experience online without needing huge amounts of historical data like personalisation tools, and other systems do.”

Great and effortless experience

Shopbox tailors recommendations, seamlessly leading customers from initial click to checkout. It adapts to stock, pricing shifts, availability, and promotions, enhancing the display of comparable items.

“Stock changes require absolutely no intervention or maintenance on our part, which is really important as we’re a small business with limited resources.”

“Shopbox gets us much more engagement than before. Shoppers stay on our site longer and look at more products. People can really see the range we offer.”



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

Results

- The 39% of shoppers who interacted with Shopbox accounted for 59% of online transactions.
- Shopbox users view 3X more products, spending 2X longer on Kerrigans' site.
- Shopbox increased conversion by 2.5X and boosted AOV by 9%, benefiting the bottom line.

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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