AltiusNxt

PROJECT CASESTUDY

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DATA ENRICHMENT HELPS HOME-GROWN ARRY BARRY IMPROVE ITS ONLINE PRESENCE

Arry Barry is a home-grown health & beauty distributor located in the United Kingdom. From baby products to health supplements to pet products, Arry Barry has it all. Arry Barry started its business as recently as in 2017 & has managed to relatively grow well.
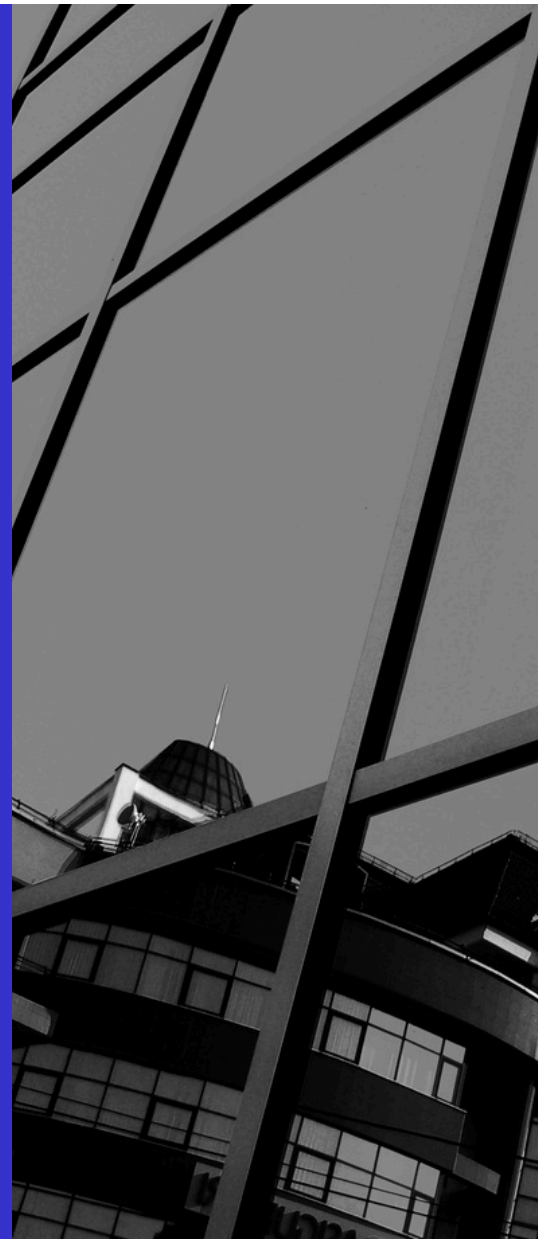
WHAT WE DO?

The company formed under the nickname of "Arry Barry" is the fast-growing distributor of major healthcare, food, baby products brands. Some of Arry Barry's best selling brands include Eau Thermale Avene, Oral-B, Colgate, Pukka, La Roche-Posay.

CHALLENGES FACED

The online presence of Arry Barry was not much encouraging as the challenges ahead were a daunting task to face that included:

- **Low product visibility** - Customers would face difficulty in searching for the desired product as the listed products weren't grouped appropriately & left unstructured

- **Poor visitor count** - Missing product description & specification plummeted the website visitors count even lower

- **Business Impact** - Customer inquiries dropped and sales conversion rate fell drastically

APPROACH FOLLOWED

AltiusNxt Technologies came to the rescue by proposing to offer full-service assistance that would include Taxonomy level creation, Product data classification, and Product data enrichment.

A team of SEO-analysts & specialized content writers identified the appropriate page ranking criteria supplementing it with product information & other supporting attributes. A quality check team would follow a standardized procedure to ensure valid results before submission.

SOLUTIONS OFFERED

The taxonomy hierarchy tree was created to categorize the products in 3 levels. The product attributes with respect to taxonomy - SKU, Color, Material, Size, Weight, etc.

An effective form of product data classification was applied to group the product based on the hierarchical strategy of Arry Barry like Health & Beauty, Baby & Child, Food, Drink, Home Care, Pet Care followed by a detailed internal re-grouping of appropriate products.

Sourced Rich Product Specification with 10 to 15 attributes and short description from the manufacturer's website and uploaded on Arry Barry Shopify Website.

BENEFITS DERIVED

AltiusNxt Technologies assured the following outcomes & were able to deliver Arry Barry's online store with-

- **Reduced website bounce rate -** Customers are now easily directed to the correct product, thanks to the relevant grouping and complete information of the listed products
- **Improved customer outreach -** Customer inquiries significantly increased post data enrichment.
- **Flourishing business -** As a direct consequence of the improvement in website traffic, the sales rate peaked high.

THANK YOU !

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