

STRATEGIES FOR SUCCESS



Project Casestudy

**Content Enrichment
helps Baker & Farrow net
profits**

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Introduction

Baker & Farrow Pvt. Ltd. is a renowned supplier of industrial and engineering products servicing a broad range of industries since 1982. The company stocks a variety of products including hand tools, power tools, pneumatic tools, cutting tools, abrasives, safety products, welding equipment, materials handling, electrical, hardware, janitorial, chemicals, industrial paints and coatings, lubrication, fasteners, brush ware, marking supplies and stationary.

Popularly known as B&F, the company has a rich history as a one-stop industrial supplier located in Newcastle, Australia. It offers prompt technical support, on-site assistance to all its clients.

Challenges faced

B&F approached AltiusNxt Technologies with a host of issues regarding their online store that included -

- **Lack of product detailing** - Most of the hosted products had missing descriptions & other content attributes.
- **Poor discoverability** - The absence of standardized product attributes made it less discoverable by the search engines.
- **Sales conversion** - As a consequence of mismanagement of online store, the company saw a slow rate of customer conversion.
- **Business impact** - Soon the company also faced a shortage in revenue generation.

Approach followed

AltiusNxt Technologies followed a fixed standard of procedure in order to ensure the challenges were met easily. A dedicated team consisting of experienced SEO analysts, product content writers with specialized knowledge in industrial tools was formed. The team focussed to improve product relevance ranking over time by structured enrichment in product content & normalizing the available data.

Finally, a strict protocol was followed to ensure quality checks by experienced professionals before submitting it to B&F.

Solutions offered

AltiusNxt Technologies was able to diagnose and provide adequate solutions to rectify the challenges. It brought in standardization across all industrial Automation products. Old and new data were subjected to taxonomy hierarchy development that ensured one single layout with all information.

The product pages were optimized with GTIN/EAN, brands that helped increase product relevancy ranking over time.

Benefits derived

As a result of timely & professional inputs from AltiusNxt Technologies, B& F overcame their challenges with shining outcomes that included -

- **Content enrichment** - The products went up by 90% post enrichment of data
- **Better customer conversion rate** - The enriched data helped online customers make a faster and more informed decision .
- **Improvement in sales** - the sales increased by 20% in the first 3 months, post data enrichment.



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