



## Solid Signal builds loyalty by helping customers find hidden treasures



### COMPANY PROFILE

[solidsignal.com](http://solidsignal.com)

Founded in 2002 by Jerry Chapman, Solid Signal is the largest online retailer for state-of-the-art audio and video equipment, distributing the latest in high-tech electronics to tech-savvy consumers from some of the most recognized brands in the world. Solid Signal offers 24-hour phone support to advise customers on their products.

### APPLICATION

BloomReach Organic Search

### IMPACT

- Exposed customers to buried products
- Built customer loyalty and improved satisfaction ratings
- Time and money saved by using a 24/7 automated technology

*"The organic product also helps to expose site visitors to a deeper, farther reaching product set that traditionally remained buried on our site."*

Jerry Chapman  
Founder & CEO,  
Solid Signal

## Business Challenge

When it came to organic search strategy, Solid Signal made every effort to optimize their site structure and content to pick up what organic traffic they could through a combination of tactics that included keyword research, industry news and instinct. By aligning structure and content with what customers were likely searching for, Solid Signal ranked very well at the product level, but left an opportunity open for upper and middle funnel terms.

The digital and marketing teams did their best to leverage organic search manually — conducting cumbersome keyword research, considering what content to create to improve the user experience, scouring analytics tools to find actionable insights.

## Solution & Results

BloomReach Commerce Organic Search and its machine learning and Natural Language Processing offered the electronics retailer a better way.

"With BloomReach as a secret weapon that works for us around the clock, we not only have an automated solution that understands what consumers are seeking and develops pages to serve their search intent, but we have the ability to quickly and effectively see how each page impacts our business from a traffic and revenue perspective," Solid Signal founder Jerry Chapman and Director of Marketing Brad Krupkin said in a written summary.

BloomReach's constant learning technology benefited both Solid Signal and its customers. For customers, BloomReach Commerce Organic Search helped them find products they wanted through suggestions of related products and related searches.

"Through carefully placed (Related Products and Related Searches) widgets, across key pages on our site, the organic product helped to expose a farther reaching product set that traditionally remained buried on our site," Chapman said.

"This has resulted in selling products that had never sold before, as well as building customer loyalty and improved satisfaction ratings."

For Solid Signal, the organic search product streamlined operations and freed up digital team members to tackle higher-value challenges and projects. BloomReach's Thematic Pages feature, for instance, took on the task of filling content gaps with category pages that responded to the different ways consumers search for products.

It was almost like having an additional worker or two.

"It saves our company time and money by having a digital employee working to create product collection pages relative to a specific keyword," Krupkin said. "That digital employee also saves a ton of time by retiring thematic pages that no longer have a good result set, or where keyword phrases become obsolete based on relevant and time-sensitive trends."

As valuable as the tools are, Chapman said, BloomReach is about more than products. The company behaves like a partner, broadly exploring Solid Signal's business while looking for ways to improve things throughout the organization.

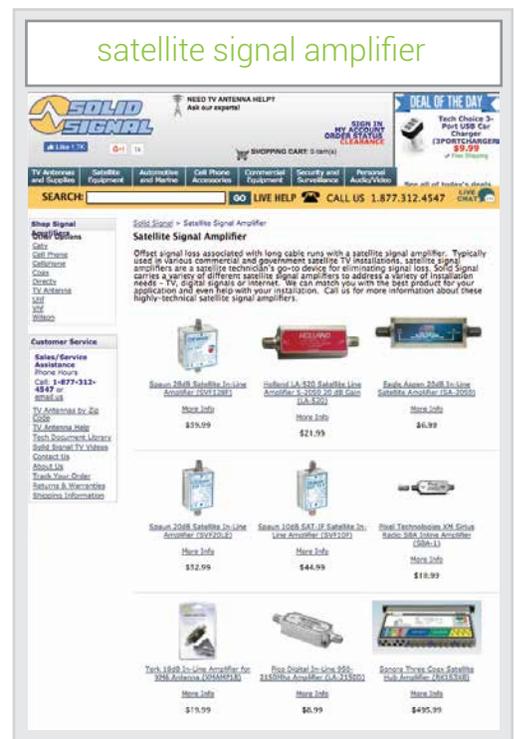
"The part that I really liked," Chapman said, "is the insight. Sometimes that's simply because the BloomReach team will call us and say, 'We know you have this problem and here's what we're doing to work on it.'"

"That is not the way it typically works," Chapman noted, pointing out that some vendors might overlook a small business like Solid Signal while focusing on big national accounts. Not so with BloomReach. Chapman expressed that BloomReach made it clear that both companies were partners and that BloomReach was truly focused on Solid Signal's success. "BloomReach was beyond interested, focused, and determined to improve the ROI," said Chapman.

Moreover, from that relationship has come considerable success.

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Brad Krupkin  
Director of Marketing



Thematic Page

## ABOUT BLOOMREACH

With algorithms, machine learning and natural language processing trained on web-wide demand data, the BloomReach Personalization Platform drives individualized experiences across all digital touchpoints while enabling business teams to make better, data-driven decisions.

Learn more:  
[bloomreach.com](https://bloomreach.com)