

## CASE STUDY

# GUESS sees higher traffic and conversion rates through natural search

## Company Profile

guess.com

GUESS is a global lifestyle brand with a full range of denim, apparel and accessories offered in over 80 countries around the world and is a symbol of a young, sexy and adventurous lifestyle.

## Application

Bloomreach SEO

## Impact

- Up to 24% year-over-year increases in natural search traffic
- 24% lift in the number of queries driving traffic
- 50% higher conversion rates from Bloomreach SEO generated traffic

*"Bloomreach helps us get found in long tail searches, which are very focused. These visitors have converted at much higher rates once they reach our site."*

**Michael Relich**

Executive Vice President & COI, GUESS

## Business Challenge

Although 18% of visits to shop.guess.com enter through natural search, the GUESS eCommerce team could only devote limited resources to making its content more discoverable.

They knew they were missing opportunities to attract business to the site because their budget focused heavily on a highly selective group of paid search terms.

"Our complex channel strategy, which includes a wholesale business and retail stores in addition to eCommerce, means that we are always concentrating first and foremost on promoting our brand," says Michael Relich, Executive Vice President and Chief Information Officer. "Unfortunately, we didn't have the time or resources to optimize our marketing to reach consumers with more focused needs who might convert a lot better on our site."

## Solution

Bloomreach's cloud marketing platform offered GUESS a more effective way to get its brand and products found.

"What I liked about the Bloomreach SEO solution is that it's a technology-driven approach," Relich comments. "We recognized that it would help us capture new customers without devoting a lot of resources. Furthermore, the results were measurable."

"We optimize our merchandising and utilize best practices," adds Gerard Florendo, Senior Ecommerce Marketing Analyst. "But what people are looking for through search is a moving target. It's hard to keep up."

## Easy Implementation

GUESS found it relatively easy to deploy Bloomreach SEO on its site.

"The fact that Bloomreach was willing to do a pilot told me that the company believes in its technology," Relich remarks. "Once we saw the metrics from the pilot, the product sold itself."

"The implementation didn't take a lot of engineering resources, and you don't have to set time aside every day to maintain it," Florendo continues. "I look at the reports regularly and evaluate new tests to run. If I don't have to work on Bloomreach SEO in a particular week, things still run smoothly."

## Results

### Incremental, Higher-Quality Traffic

The GUESS site has experienced significant increases in natural search traffic; year-over-year growth was 16% in the first December and 24% in January. In addition, the company saw a 24% lift in the number of queries driving traffic.

These new visitors were high-quality leads, which converted at a rate 50% higher than the site's non-navigational natural search conversion rate. After just seven months, Bloomreach-generated visits now drive approximately 25% of non-branded natural search revenue for GUESS.

GUESS has also been pleased with the effectiveness of Bloomreach SEO's thematic page tool which creates special pages that address searchers' unmet intentions by curating the most relevant products and services from the GUESS catalog.

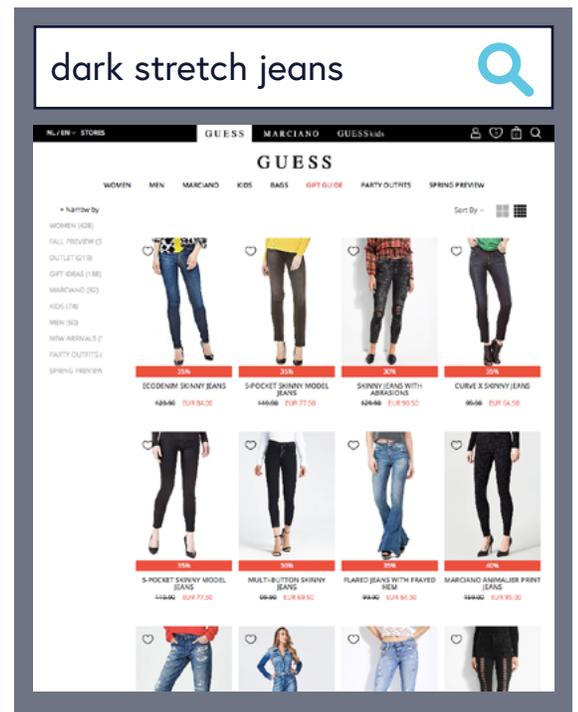
"Thematic pages work well for focused customer needs," Florendo explains. "They are a much more scalable approach than creating custom landing pages, since it's hard to predict which needs will drive traffic."

### Innovation Brings New Ways to Reach Customers

Thematic pages are just one of the innovations from which GUESS has realized value. "The Bloomreach team is an impressive one," Relich says. "They really know what the problems are on the Internet, and they keep coming to me with compelling new ideas. We are more than willing to work with them because we have already achieved tremendous results with the Bloomreach cloud marketing platform."

### A Valuable Resource for eCommerce Success

Bloomreach has become a core component of the GUESS eCommerce strategy, making the site more competitive without diverting resources from important brand-building activities. "Bloomreach has given us opportunities to engage customers whom we would not normally be able to engage and to immerse them in our brand experience," Relich summarizes. "They are an incredibly valuable resource for our business."



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**Gerard Florendo**

Senior Ecommerce Marketing Analyst, GUESS

## About Bloomreach

Bloomreach brings businesses the first open and intelligent Digital Experience Platform (DXP) which combines applications in CMS, Site Search, Digital Merchandising and SEO. Bloomreach software helps enterprises accelerate the path to conversion, increase revenue, and build customer loyalty.

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