



# Tilly's powers their product discovery experience with BloomReach

**TILLY'S**

## COMPANY PROFILE

**tillys.com**

Tilly's is a leading specialty retailer in the action sports industry selling clothing, shoes, and accessories. Tilly's offers one of the largest assortments of brands and merchandise from the top players in the surf, skate, motocross and lifestyle apparel industries.

## PRODUCTS

BloomReach Organic Search  
BloomReach SNAP for Mobile

## IMPACT

20% lift in Organic Search traffic  
16% lift in mobile RPV

## Business Challenge

As a specialty retailer catering to active young adults, Tilly's has always differentiated itself by offering a wide variety of leading-edge fashions inspired by its surfer-culture roots. Since opening its first store in 1982, Tilly's has strived to build loyalty within its niche market by delivering the kinds of clothes and accessories that speak directly to the retailer's discerning shoppers.

Tilly's consumers are very search savvy and for years the company invested heavily in paid search. But the retailer recently realized two major flaws in its overall search strategy: first, Tilly's had no real plans to focus on and grow organic search traffic; and second, even though its traffic was moving to mobile in a dramatic way, its mobile experience was inadequate and needed a major overhaul.

In short, Tilly's was in need of a platform that would ensure overall search success across all its channels. And BloomReach's solution offered the tools that Tilly's needed to meet its goals.

*"From the moment that a user lands, they are delivered a relevant experience, plus they can find what they want fast; and discovery is just simple and cool."*

—Chris Brown  
Senior Merchandise Manager

# Solution

## Organic Search

Start with organic search. The key to solving Tilly's organic search challenge came down to headcount. "We weren't going to get more people, so we needed the most hands-off tool that we could implement and feel like we are getting a lot out of", said Chris Brown, Senior Merchandise Manager. At about that time, BloomReach and Tilly's met for the first time.

Within weeks of the first meeting, Tilly's felt confident that BloomReach's Organic Search solution was going to be the tool that they needed to get found in organic search. Tilly's quickly assigned a team to the BloomReach implementation and the partnership was off and running. "**BloomReach's Organic Search implementation was quick and easy**, particularly compared to other solutions that we have integrated", Brown added. "We put a team on it and had it done in very little time. **We began to see results almost immediately.**"

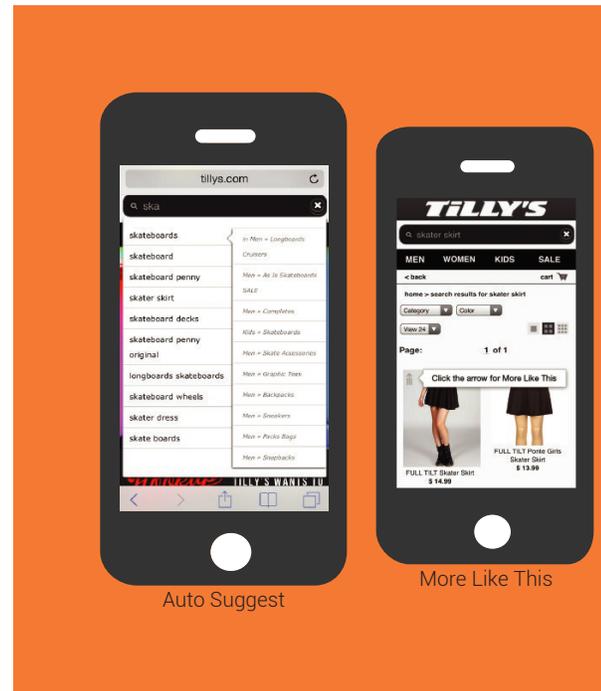
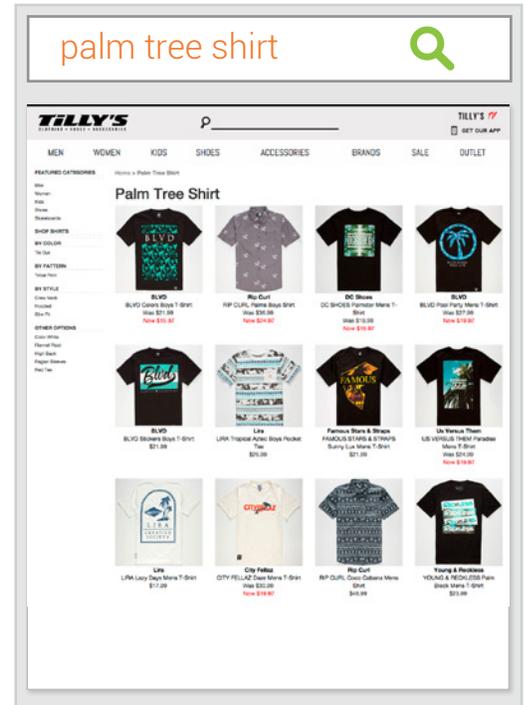
## SNAP for Mobile

On the mobile side, Tilly's, like many retailers, noticed a large percentage of its traffic migrating to mobile devices.

"Forty percent of our traffic was coming from mobile, with 60 percent year-over-year increase in time on site on mobile. Not tablet. Mobile," Brown said. "We knew that we needed to invest in mobile and fast. We spent months building a new mobile site and then redesigning it. We knew we couldn't wait – we had to go mobile to compete."

Tilly's launched its redesigned mobile site in late 2012. However, the company's delight over this accomplishment was somewhat short-lived. The retailer soon realized that it was not giving its users the best possible mobile experience. "I think about the early days of the Internet and how as usage increased, how frantic all of us retailers became in trying to optimize website experiences. We are doing the same thing right now with mobile," Brown said.

"We all want more conversions, but just don't know how to make it happen fast enough." While Tilly's was able to launch a new mobile site -- they still believed the new site made it too difficult for users to find, explore and discover its products. Tilly's looked at many options for improving the mobile experience, but "**everything out there was just too traditional.**"



Auto Suggest

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"Tilly's is not a traditional company and we needed something that was going to be unique and radical but also very cool," said Brown. The chosen solution also could not interfere with the higher-than-average conversion rates that the company was already seeing from mobile. Then the retailer turned to BloomReach SNAP for Mobile, ultimately because SNAP for Mobile offered Tilly's customers the robust experience they deserved, Brown said. "From the moment that a user lands on the Tilly's mobile site," he explained, "they are delivered a relevant experience, plus they can find what they want fast; and discovery is just simple and cool". And that's what the Tilly's brand is about. "An added bonus was the fact that Tilly's was able to "get this great user experience implemented fast and easy", Brown said, compared to other mobile solutions that required "crazy heavy lifting" with lots of manual assembly. "BloomReach was faster with better ramping and a better experience for us (implementation) and the users (shopping)," he added.

## Results

"We are very happy with performance we have seen from the two BloomReach applications," Brown said. "We have better AOV on mobile, more traffic from Organic Search and more engagement. Everyone is happy".

Since implementing with BloomReach's Organic Search, Tilly's has seen a 20% increase in traffic coming from organic search. Coupled with a greater focus on content, Tilly's has also seen an uptick in their visibility in organic search and also the RPV for visitors who land on a BloomReach generated category page (thematic page).

SNAP for Mobile has also performed strong for Tilly's with the company seeing 11% greater conversions on mobile (compared to other devices) and also higher RPV and AOV.

Brown is no stranger to integrating new technologies. His advice to an up-and-comer? "Lean in, take chances, make mistakes, accept successes and failures. You have to try new things. Those risks will impact your career positively in the long term. BloomReach has definitely helped me let go, trust and take these chances".

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# 11% GREATER

conversions on mobile  
than other devices

## ABOUT BLOOMREACH

The BloomReach Personalized Discovery Platform understands and matches your content to what people are seeking, across marketing channels and devices. BloomReach makes your content and products more discoverable with applications for organic search and digital marketing, site search (SNAP), site optimization and merchandising.

Learn more:

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