boost®

Match Shoppers' Need To Drive Sales With Intuitive and Efficient Navigation & Filtering

With Boost, you can spice up the filtering game to display hyper-relevant products that meet shoppers' needs on both collection and search pages. All to help customers reach the right items and close the deal effortlessly.

You can create and filter from any criteria along with highly customizable facets to achieve a consistent look and experience across all devices.
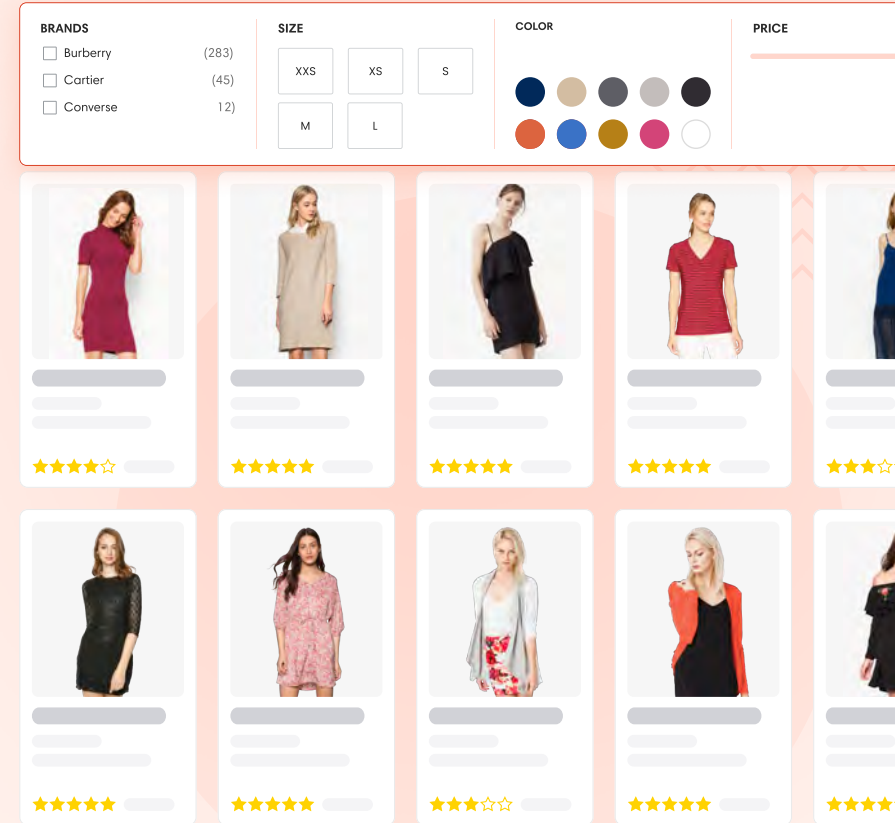
4.9★
on Shopify App Store

1,700+
5-Star Reviews

14,000+
customers are using Boost

Real stories from top Shopify brands on how Boost AI Search & Discovery helped them convert effectively.

BRANDS		SIZE			COLOR	PRICE
Burberry	(283)	XXS	XS	S		
Cartier	(45)	M	L			
Converse	12					

The Mattress & Sleep Company

EG ESPORTS GEAR

PROTEIN PACKAGE

Optimize Shopify Filter & Faceted Navigation To Drive More Sales

Most eCommerce sites lack basic filtering features, making it difficult for online customers to discover what they're looking for. Consequently, they will leave your site if you do not provide solid filtering options to narrow down the product catalogue. It goes without saying that this has a negative impact on the user experience on your online store.

With this in mind, Boost dives deeper into the importance of filters in eCommerce to develop the top-notch eCommerce filtering solution for all online businesses - **Boost AI Search & Discovery**.

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Features

◆ **Tailor-made filter trees:** Replace the default Shopify filter with different filter trees for collection and search results pages. Store owners can set up to filter by any criteria: collections, size, color, tags, ratings, price, % sale off, in-stock, metafields, and so on.

◆ **Advanced filter settings:** swatch settings, custom range sliders, merges values for better UI/UX, display tooltips, enable search box, etc.

◆ **Diverse filter display** to match the feel and look of your branding without coding skill.

◆ **SEO-friendly URLs** for Filter Pages & Product Pages.

Benefits

◆ Easier navigation.

◆ Improve product visibility.

◆ Enhance shopping experience.

◆ Encourage more purchases.
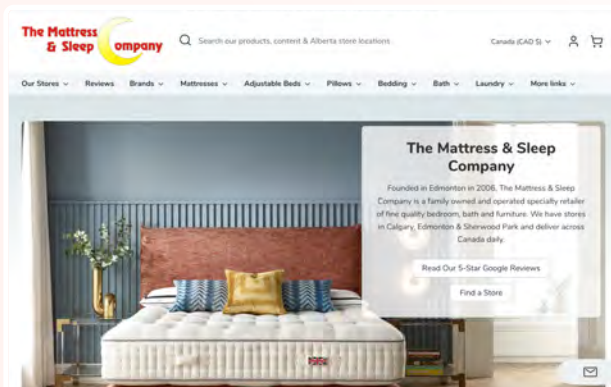
The Mattress & Sleep Company

The Mattress & Sleep Company was established in 2006. Back then, even for a product category that most customers need to test out in person, there would be a significant benefit to providing detailed information on the website to help aid in the research process.

◆ Industry: **Home & Decor**
◆ Website: **www.tmasc.ca**
◆ Location: **Canada**
◆ Boost's customer: **Since 2020**

Once they decided to move to Shopify, they had their wish list of features built up over the previous decade, so they had a reasonably clear idea of what they wanted to accomplish. The Boost app was one such app that they discovered very early in their development phase and became a critical part of their new website.


> Our product catalog is vast! Especially in the bedding and towel categories. We have many products which are offered in 60 or more colors. **By utilizing the Merge values function, we're able to organize our colors into groupings that are easier for our customers to browse.**
>
> Similarly, this function also works perfectly for harmonizing slight variances in sizing between different vendors. Rather than having 20 different "queen size" mattress and bedding options that vary by only a few centimeters, it is much easier for the customer to be presented with a "Queen" size option, while still maintaining the ability to list the exact dimensions in the Product variants."

— **DYLAN BUCHFINK**, Director and CEO of The Mattress & Sleep Company.
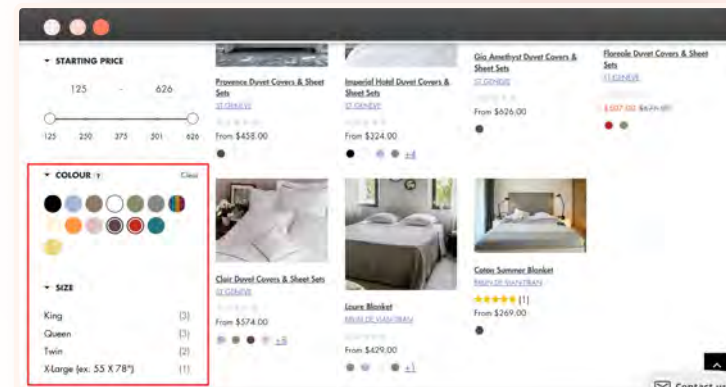
As for The Mattress & Sleep Company, the app reports $47,000 in sales generated. Dylan is certain that their online sales have certainly increased since migrating to Shopify and implementing the Boost app.
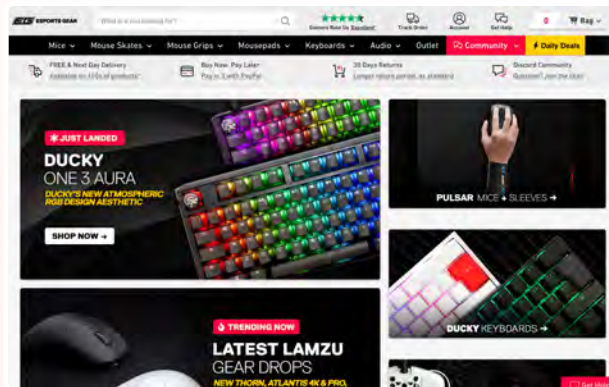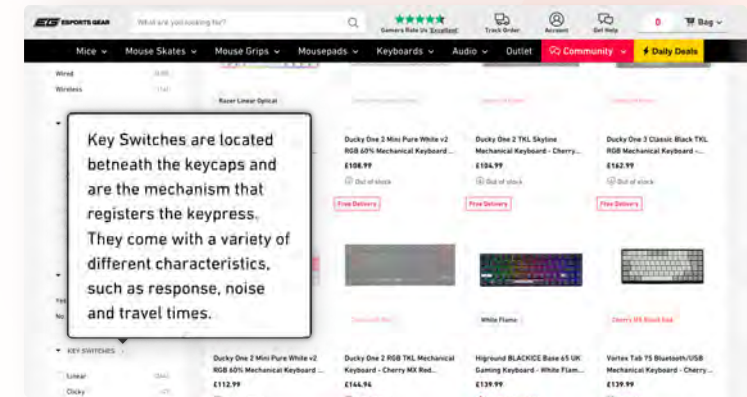
Esports Gear

In 2017, Esports Gear was born out of a shared vision and frustration by two friends determined to break down the barriers between gaming and traditional retail. They're building an enthusiast hardware community from scratch and attracting top gaming brands from around the world to come to the UK and partner with them and bring you fresh new gear.

◆ Industry: **Gaming Gears**
◆ Website: **www.esportsgear.uk**
◆ Location: **England**
◆ Boost's customer: **Since 2019**

As they're selling specialist gaming gear, one of the main challenges they faced was being able to **make our technical specifications searchable and filterable on the category pages** as this is vital for our customers to find the right equipment.

Along with the **filter enabling the customer to find exactly what they are looking for**, they have utilized the **tooltip feature/hover** over on the filter menu which answers some of the frequent customer questions. This saves them valuable time in customer service and keeps the customer engaged and in 'purchase mode' rather than them having to contact them or navigating off the site to find the answer to their questions.

" **...we really value how the apps we use are supported as well as how they function. I feel this is Boost's winning combination and it's why we've been loyal".**

— **MARK LAURIE**, Brand Director of Esports Gear.

*The tooltip display is of great help to explain industry jargon in the product filter without interfering with the buying journey. The Boost app has helped to enhance customer experience on Esports Gear as shoppers can now search and filter by technical specifications. With this upgrade, it has **increased the conversion by 29%**.*
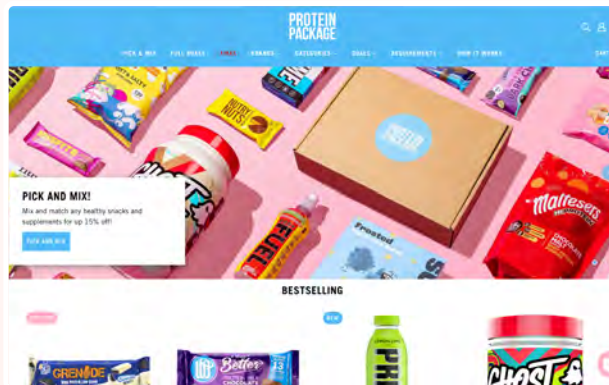
Protein Package

Founded in 2017, the brand is on a mission to revolutionize the famous 'pick and mix' you enjoyed as a kid but, instead, for the healthy snacks that everyone loves today. They're well on the road to becoming the UK's number one provider of convenient health foods, high protein snacks and sports supplements, with reasonable prices.

◆ Industry: **Food & Beverages**

◆ Location: **United Kingdom**

◆ Website: **www.proteinpackage.co.uk**

◆ Boost's customer: **Since 2017**

The challenge was finding an app that integrated directly with their Blockshop Shopify theme while being SEO-friendly URLs for filter pages and product pages. That was the case with Boost's app.

An awesome advantage of Boost's filters is the multi-selection option **enabling website visitors to choose multiple brands at one time**. Pairing this with the ability to **add search bars inside the actual specific filters** makes for super-efficient and speedy searches.

For smaller and less frequently used features such as GMO-free and ketogenic for the **Misfits Protein Bars**, they didn't want to create new collections for every combination possible as Google would see this as duplicated content (not great for our online reputation). By **using tags**, customers could still **filter these features without requiring multiple unneeded collection pages** to be generated.
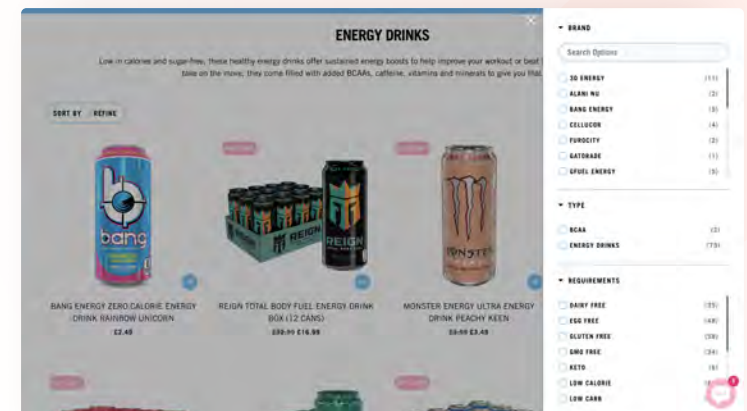
"Comparing the time before and after installing Boost, our conversion rate went from 2.5% to 3.2% which over a year equates to around a £250,000 increase in sales. For a small family business like us, this increase in conversion rate is huge."

- George Greenhill, Founder of Protein Package

Refine Faceted Navigation & Drive Sales With Boost Today!

Let's start with the best-in-class tools like **Boost AI Search & Discovery** to win conversion boosting as well as increases the lifetime value of each one.

For more success stories on how Boost is helping eCommerce sites drive powerful, unique, proven product discovery and shopping experiences, visit our **success stories**.

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