



► USER SHOWCASE | VISUAL MERCHANDISING

Optimize Product Arrangement With Visual Merchandising

Display and arrange products in a way that makes sense for your customers with our Visual Merchandising. Create and schedule campaigns, apply merchandising rules, to align with your overall business strategies and drive amazing shopping experiences.

4.9 ★

on Shopify App Store

1,700+

5-Star Reviews

14,000+

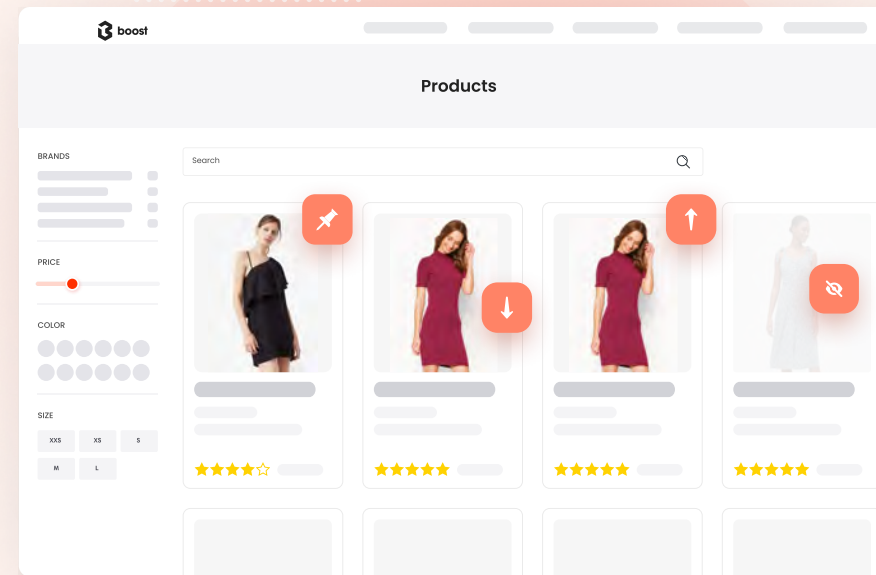
customers are using Boost

Real stories from top Shopify brands on how Boost AI Search & Discovery helped them running their eCommerce business effectively.

THE **inkey** LIST™

G2000

Roots



Take Control of Your eCommerce Merchandising To Maximize AOVs

Merchandising within a digital store is to guide visitors through an enjoyable buying journey quickly, presenting them with the most relevant products and offers to prevent them from hopping to your rivals' site. Therefore, online merchandising is now a must-have strategy that no eCommerce site could go without.

With these advantages, the Boost team brought this amazing feature to take the online shopping experience to the next level. Thus, store owners, developers, and marketers can use digital merchandising to the fullest, and more importantly, you will not miss any sale opportunities to reach your business goals.

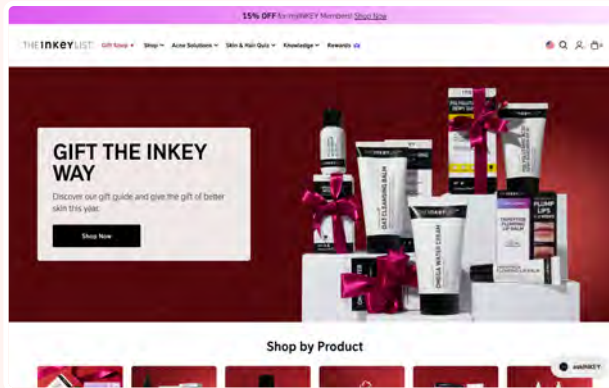
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Features

- ◆ **Pin** individual products on top of the listing page.
- ◆ **Boost** the ranking of product groups automatically.
- ◆ **Demote** the underperformers further down on the product lists.
- ◆ **Hide** irrelevant & unwanted products from the customers' view.
- ◆ **Filter** products to refine product searches and showcase specific products.

Benefits

- ◆ Upsell highly-rated items for a keyword search, its synonyms, plurals, and filter merchandising rules on search result pages.
- ◆ Re-organize the product order in collections to offload the last season's stock.
- ◆ Automate merchandising in your entire store by setting up rules for all searches and all collections to gain more sales.
- ◆ Create time-based campaigns to promote limited-edition, holiday-themed products during special occasions.



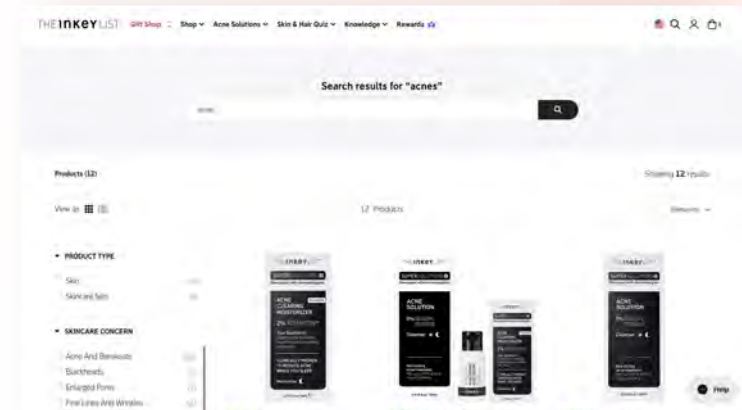
The INKEY List

Introduced back in 2018, The INKEY List is a skincare brand built around the idea of "knowledge"—knowledge about ingredients, packaging, and the environmental impact of the products/production. Formulated with clean, cruelty-free ingredients, The INKEY List offers simple, ingredient-driven products available at a very affordable price.

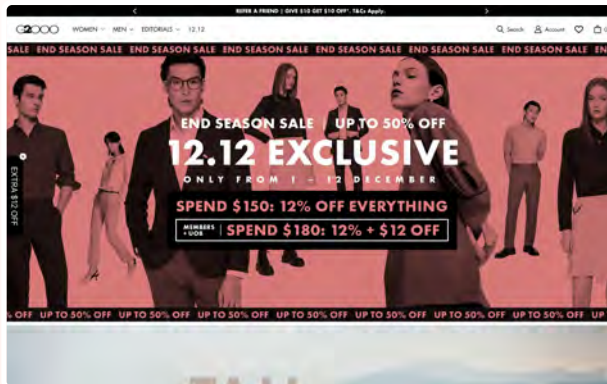
- ◆ Industry: Beauty & Cosmetics
- ◆ Website: www.ca.theinkeylist.com
- ◆ Location: Canada
- ◆ Boost's customer: Since 2021

The INKEY List is running a **discount campaign** for products that tackles blemishes, which are Targeted Blemish Duo and Clearer Skin Cleanse Duo. They **set up a Pin rule** to highlight these 2 combos at the top of the list whenever shoppers search acne-related products. This is one of best practices to boost your AOVs.

Also, the brand takes advantage of our **Hide rule strategy** to avoid distracting customers to free gifts/samples on both commerce search and collection pages. In the eCommerce industry, this setting is useful for **hiding out-of-stock products** or **products that are out of season**.



*Our visual merchandising feature allows store owners to choose to manually pin up to **5 products** to the top of the product list or set conditions based on **product attributes**.*



G2000 Singapore

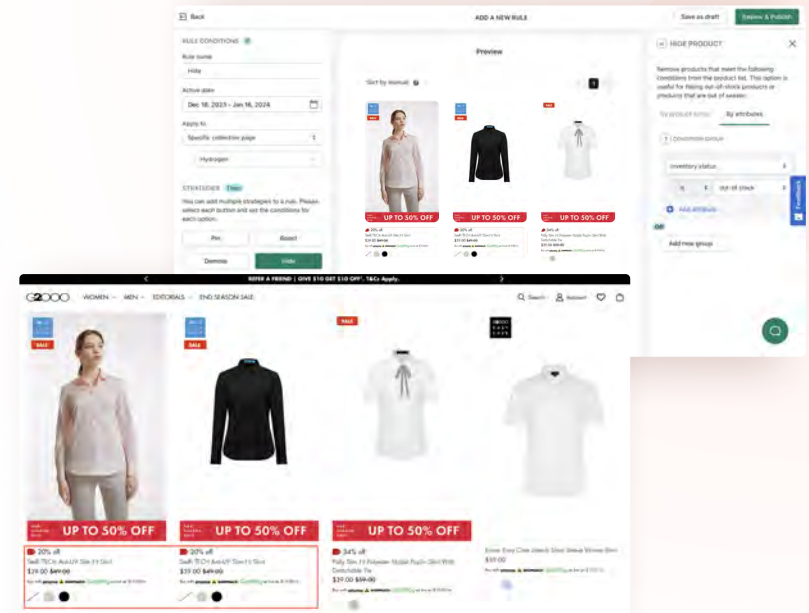
G2000 was first introduced in Hong Kong in 1985, positioned as a specialty clothing chain distributing men’s and women’s work wear. Today, the brand has expanded its extensive footprint across Asia in China, Macau, S.A.R, Bahrain, Cambodia, Cyprus, Jordan, Malaysia, Qatar, Saudi Arabia, Singapore, Taiwan, Thailand, United Arab Emirates and Vietnam.

- ◆ Industry: Clothing & Fashion
- ◆ Website: www.g2000.com.sg
- ◆ Location: Singapore
- ◆ Boost's customer: Since 2021

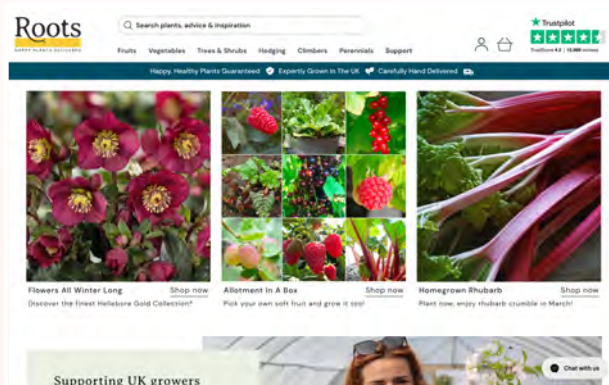
G2000 is launching a promotional campaign for a large amount of clothing items across their store. To guarantee an enjoyable shopping experience for customers as well as drive sales faster, the brand makes use of **2 merchandising strategies**:

- On commerce search pages, they push out-of-stock products closer to the bottom with the **Demote** strategy.
- On collection pages, they completely **Hide** sold-out items.

Instead of manually picking up every single product, store owners can set up these merchandising rules by **product attributes**, for instance, inventory status, product tag, product title, product price, vendor, category, and so on.



Apart from out-of-stock products, online merchants often use these rules to 'remove' low-rated and underperforming items.



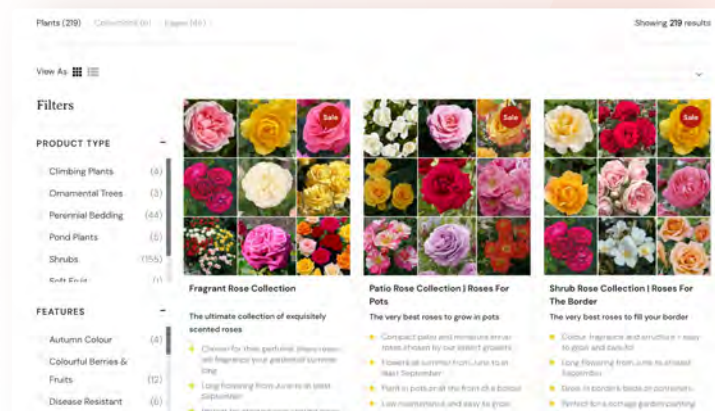
Roots Plants

Alex and Ian, two long-time plant buyers, set up Roots with the aim of bringing gardeners on a trip around some of their favourite nurseries. In their first year, Roots has sold 250,000+ plants and quickly gained the respect of gardeners everywhere, with 2500+ great and excellent reviews on Trustpilot. They continue to build a thriving online community of gardeners and growers and contribute to community projects.

- ◆ Industry: Home & Garden
- ◆ Website: www.rootsplants.co.uk
- ◆ Location: UK
- ◆ Boost's customer: Since 2021

Leading e-retailers like Amazon are providing instant and personalized search results every single time we search for something. Today, all online shoppers expect the same experience from every e-store they visit. But searches that return sold out items are frustrating roadblocks. It both annoys customers and damages your business.

With that in mind, Roots Plants implements a **Boost** strategy to all search terms to push all in-stock products in the first place of the commerce search pages. In fact, you can apply this approach to prioritize your best selling or highly rated products.



On commerce pages, you are able to set merchandising rule conditions to all search terms with **Boost**, **Demote**, and **Hide** strategies. Meanwhile, only the **Hide** one are available to all collections.



Take Control of Site Merchandising To Craft Unique Journeys & Boost Sales Faster

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

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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