SENUKAI DIGITAL + LupaSearch

How Kesko Senukai Digital boosted search conversion by 22,9 – 69,3% with LupaSearch

The results

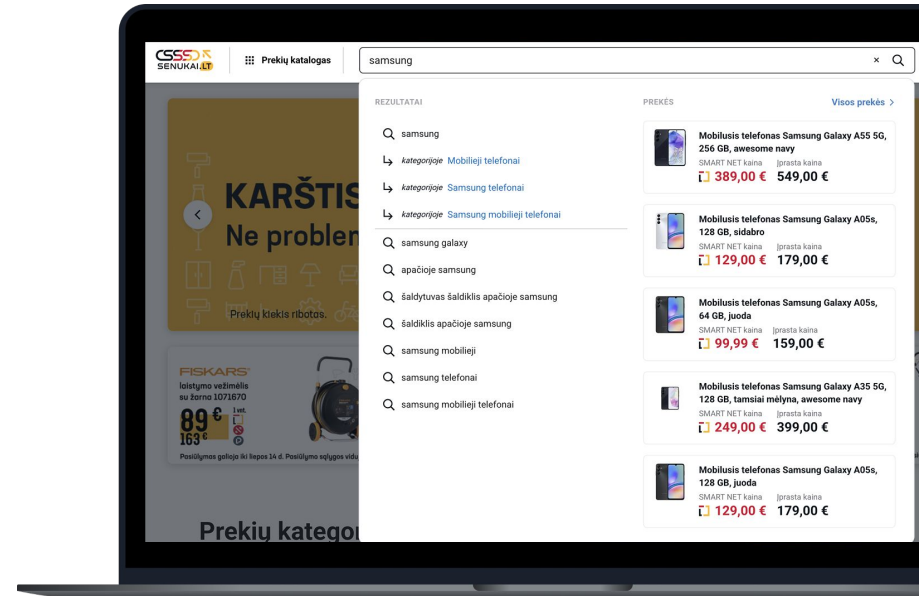In just five months, Kesko Senukai Digital saw measurable gains

22,9 - 69,3 %

Search conversion growth

33,5 %

Revenue per session growth

500 K

Active SKUs in the product catalog

K SENUKAI DIGITAL

Lupasearch powers search in 6 domains:

1a.lt 1a.lv 1a.ee

senukai.lt ksenukai.lv

k-rauta.ee

Sector
Retail in home improvement and DIY

Monthly traffic
7M visits

Platform
Custom

A/B test for 5 months
Nosto

Migration from
Nosto

Key challenges

- **Multilingual complexity**

  Multilingual complexity: Estonian compounds, plurals, and subtle nuances often led to missed results.

- **Search usability drop-off**

  Especially on mobile, where speed and relevance were falling short.

- **Broad search terms**

  Popular brand queries like "Samsung" or "Bosch" needed smart subcategory suggestions and accurate filtering.

- **Seasonal and trend sensitivity**

  Customers expected timely results, like summer tires in April, not winter ones.

- **Zero-result queries**

  Required smarter handling with AI-driven synonym matching and better query understanding.

- **Personalization**

  Needed to reflect real user behavior (e.g., an Apple fan searching "phones" shouldn't see Nokia first).
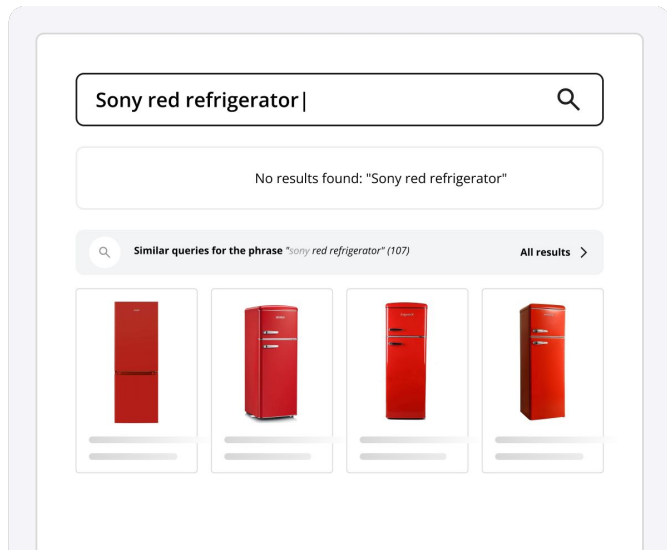
Solution

LupaSearch and Kesko Senukai Digital took
a collaborative, agile approach to solve these issues.

AI-powered synonym engine & long-query understanding

Leveraging OpenAI to reduce zero-result searches and interpret complex queries.

Manual keyword testing

Focused improvements on high-traffic queries ensured control during the A/B phase.

Sales-data-based ranking

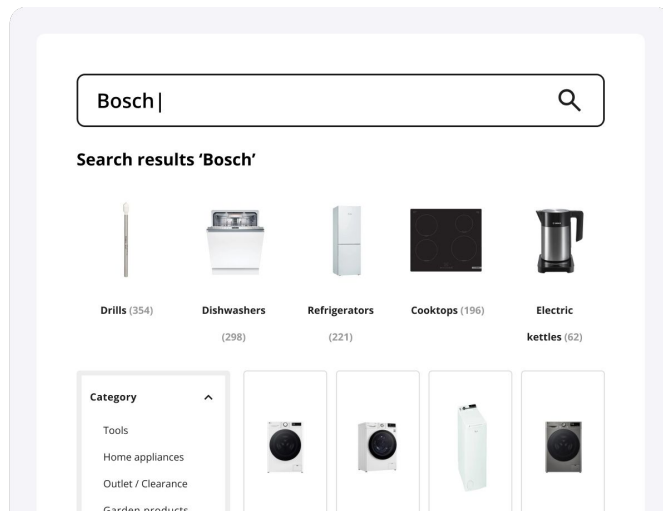Prioritized in-demand, high-performing products without relying solely on passive AI learning.

Estonian language fine-tuning

Tailored the engine to handle compound words and plural/singular variations.

pesumasin · pesumasinad

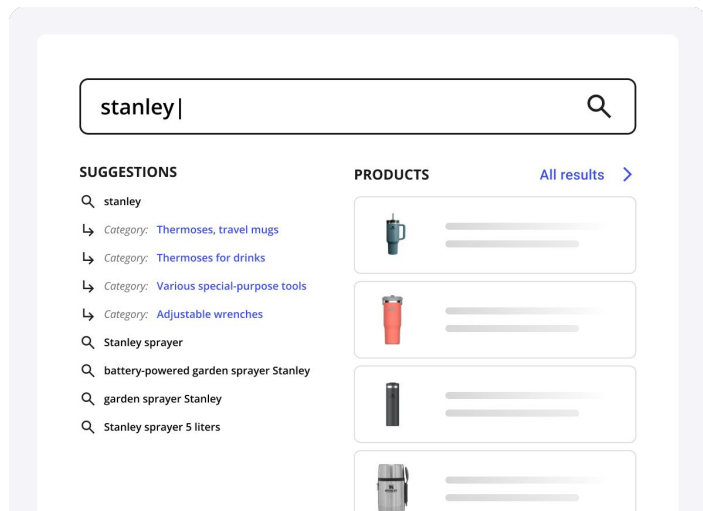# Intelligent subcategory filters

For generic terms like "Bosch," search now smartly surfaces drills, kettles, dishwashers, etc.

Bosch |

Search results 'Bosch'

Drills (354) · Dishwashers (298) · Refrigerators (221) · Cooktops (196) · Electric kettles (62)

Category

Tools

Home appliances

Outlet / Clearance

Garden products

Trend detection and exception handling

For example, "Stanley bottles" were prioritized over tools, reflecting current demand patterns.

Search interface mockup

SUGGESTIONS

- 🔍 stanley
  - ↳ *Category:* Thermoses, travel mugs
  - ↳ *Category:* Thermoses for drinks
  - ↳ *Category:* Various special-purpose tools
  - ↳ *Category:* Adjustable wrenches
- 🔍 Stanley sprayer
- 🔍 battery-powered garden sprayer Stanley
- 🔍 garden sprayer Stanley
- 🔍 Stanley sprayer 5 liters

Search box: stanley |

PRODUCTS   All results ›

Accessory vs. primary product distinction

Core items displayed first, accessories shown below.

Fast loading times

Especially improved for mobile users, boosting engagement and satisfaction.

Search UX compliance

Legal display requirements (e.g., VVTAT) were embedded directly into the search interface.

The LupaSearch team truly listens, learns, and improves fast. Their drive, responsiveness, and growth mindset impressed us - they're building a product that's not only great for SMBs but ready to meet the complex needs of larger businesses too.

J. Danielius, Head of Sales, Kesko Senukai Digital

Do you want to achieve similar results?

Get a demo

Contact us: hello@lupasearch.com

LupaSearch

Designed for developers

Ship faster with powerful and easy-to-use APIs

Quick start

Frontend configurator

API overview

API documentation
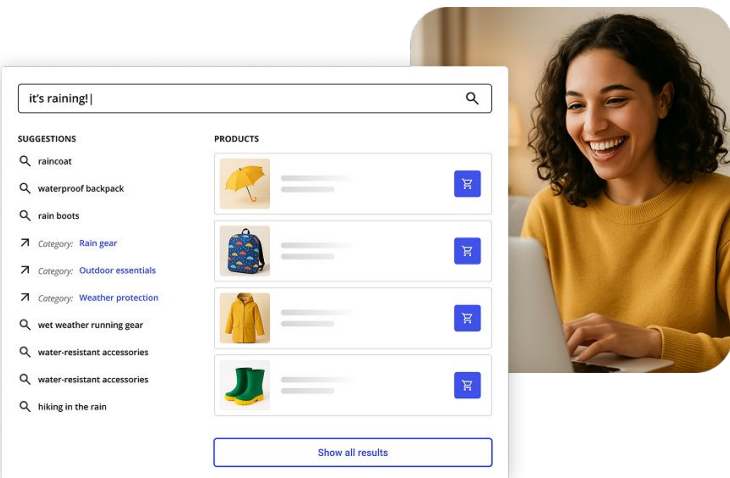
Status page

GitHub

Swagger

AI-powered search

LupaSearch eliminates fuzzy search results and creates a highly-personalized shopping experience. Right product, right search, right time.

AI synonyms   Vector search   Redirects
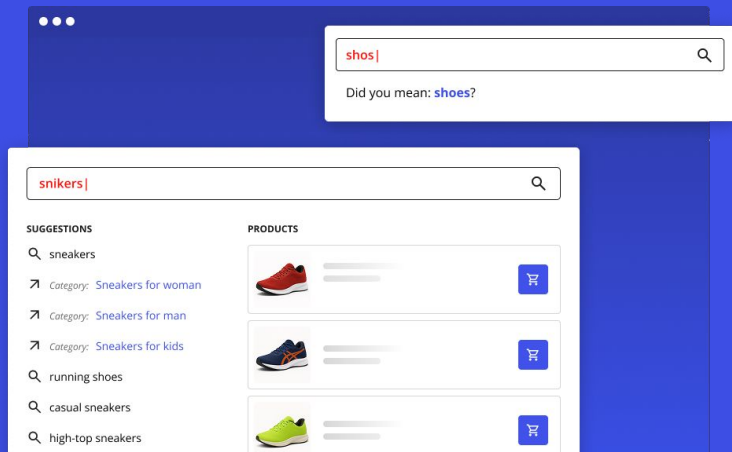
Multi-index search

Autocomplete and suggestions

Deliver a seamless search experience by correcting typos, predicting intent, and guiding users with smart suggestions.

Typo correction   Smart autocomplete   Synonyms

"Did you mean"…

Merchandising control

Product merchandising control lets you showcase products that align with seasons, campaigns and offers. Cross-sell, upsell, stay in control.

Statistical boost · Numeric boost · Custom ranking rules

Statistical boost · Search boosting engine
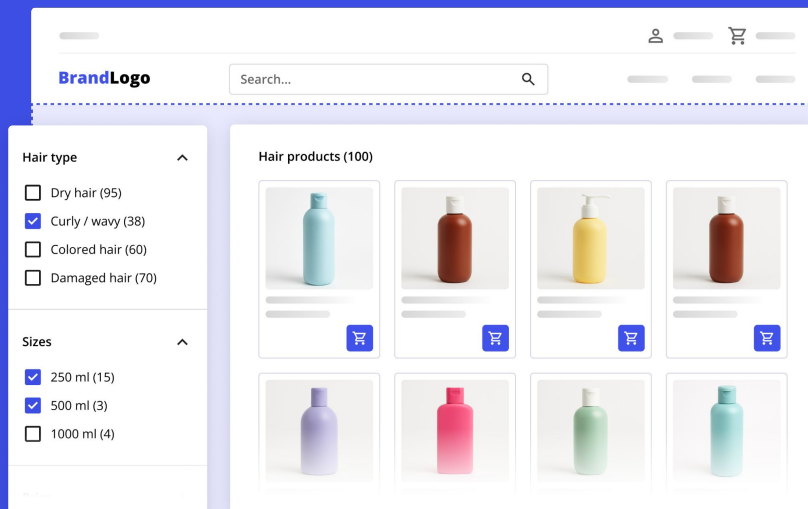

trendy bag|

Statistically boosted during the summer season!

Dynamic catalog management

Optimize your product catalog to streamline organization and navigation. Improve load times, user experience, and conversion rates.

Dynamic filters · Fast Page Load Speed

Up to 200M SKU in catalog

BrandLogo

Search...

Hair type

- [ ] Dry hair (95)
- [x] Curly / wavy (38)
- [ ] Colored hair (60)
- [ ] Damaged hair (70)

Sizes

- [x] 250 ml (15)
- [x] 500 ml (3)
- [ ] 1000 ml (4)

Hair products (100)

Smart recommendations

Deliver personalized suggestions that boost sales. Boost e-commerce sales with personalized recommendations based on user interactions.
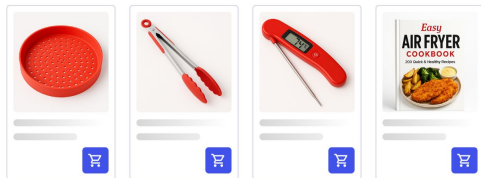
Statistical boost   Numeric boost   Custom ranking rules
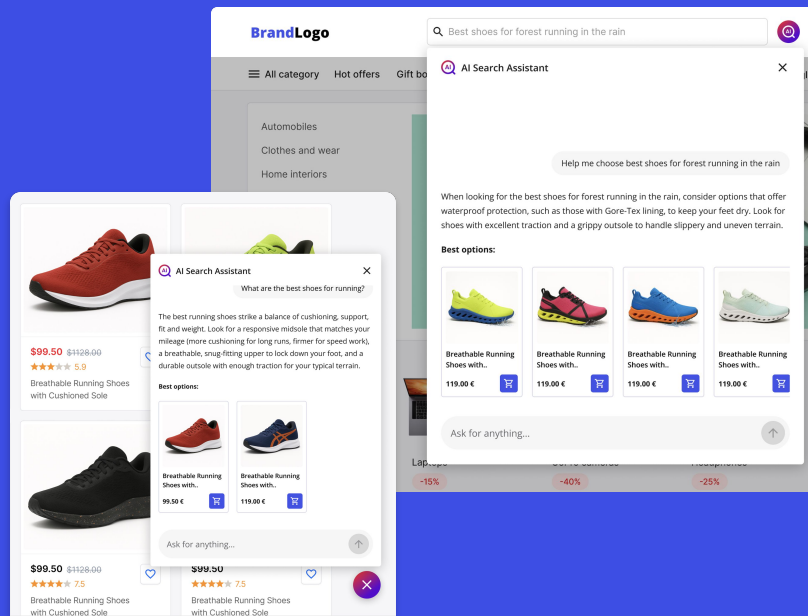
Statistical boost   Search boosting engine

GenAI shopping assistant

Provide a customized explanation about why each product is a good fit based on what customers search. Motivate them to buy and double the conversion rate.
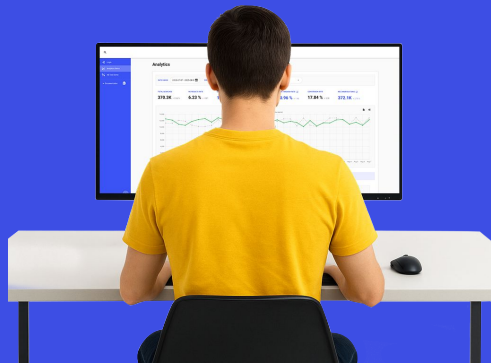
AI agent – Search analyst

This is a proactive search optimization AI assistant that transforms your search solution not only into a tool but also into a virtual search employee working for you.

0.25–0.5 FTE
Data analyst at your service

- A virtual AI B2B agent that suggests what to optimize on its own, **even when you don't have time to dig into details.**

- Constantly reminds you about opportunities to improve search and conversion.

- With small changes, visible results: **20% effort → 80% return.**

- Compared to human labor costs, it covers **0.25–0.5 of a full-time specialist.**

Lupasearch console
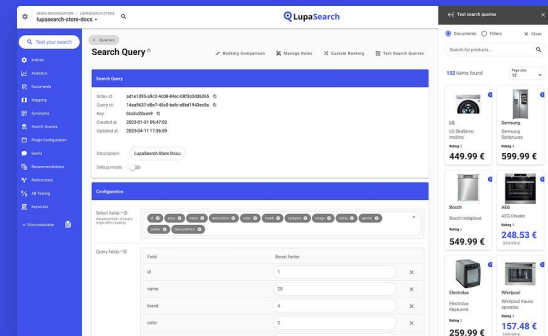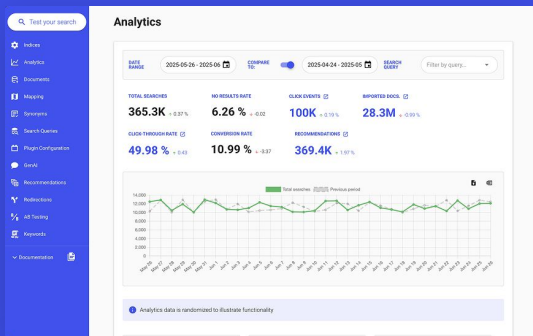
Intelligent search analytics

Uncover AI-driven insights to optimize search and performance. Analyze data and make wiser decisions.

Visual user flow displays

Understand your users' journeys on your website and how they interact with search results.

Advanced settings

Customize the shopping experience and grow your business fast. Adapt to the ongoing changing needs of your customers.

We can make your search better.
We commit to the results.

200M
SKU in one catalog

3-30%
Increased conversion

21%
Increased search revenue

60-250ms
Lightning-fast search

Get a demo