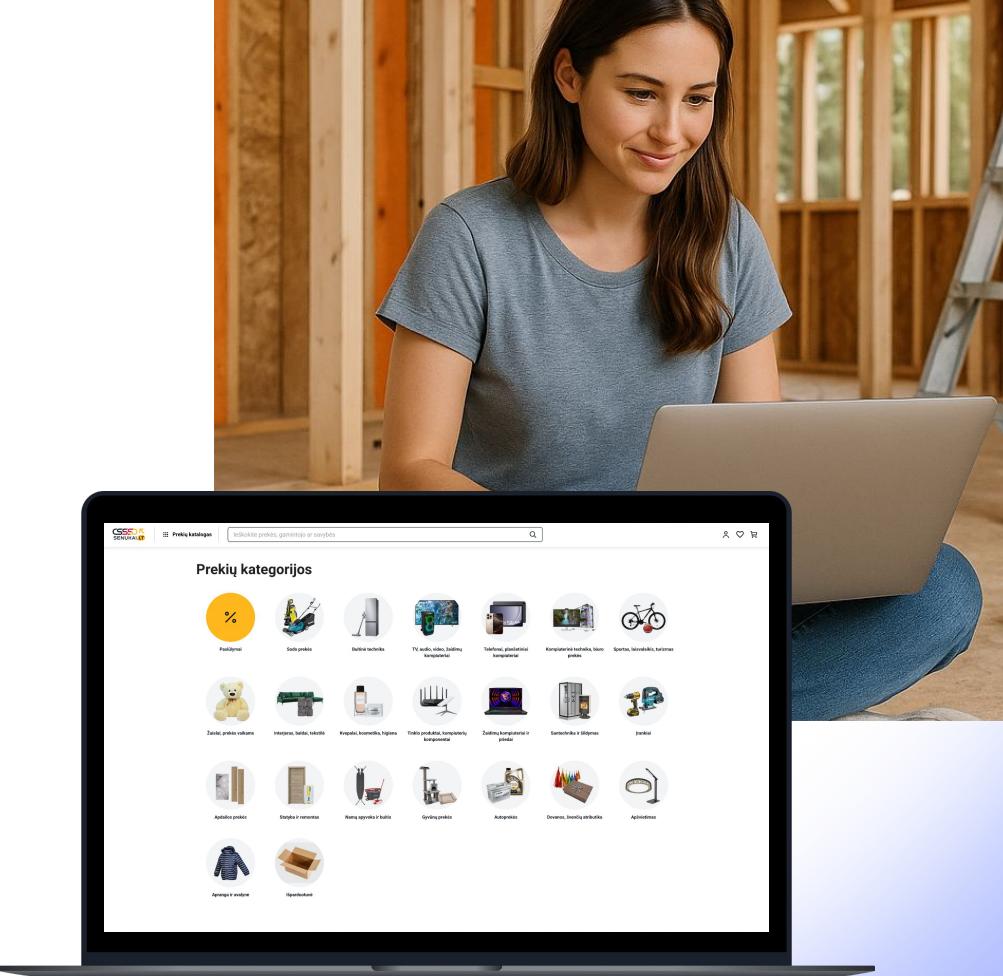


# How Kesko Senukai Digital boosted search conversion by 22,9 – 69,3% with LupaSearch



# The results

In just five months, Kesko Senukai Digital saw measurable gains



**33,5 %**

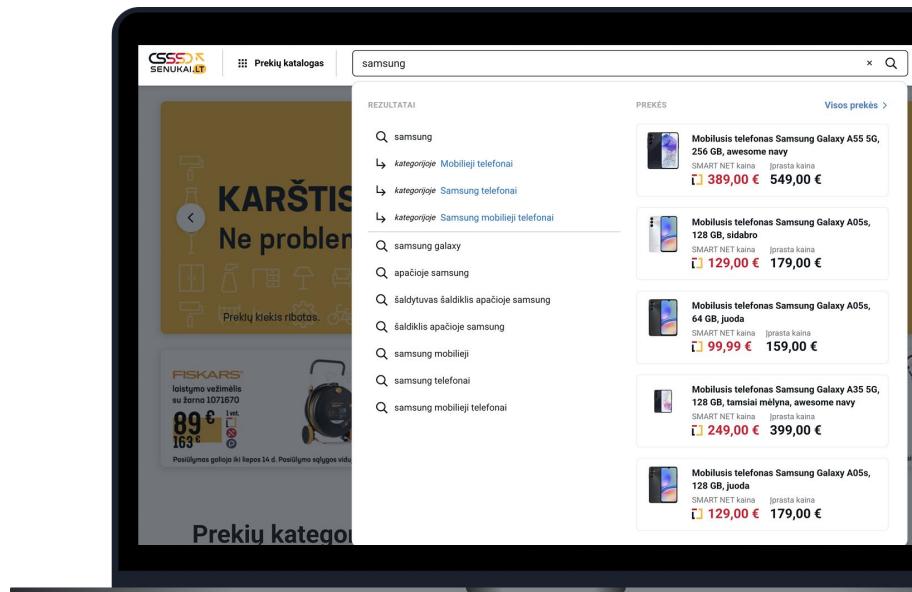
Revenue per session growth

**22,9 - 69,3 %**

Search conversion growth

**500 K**

Active SKUs in the product catalog





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).

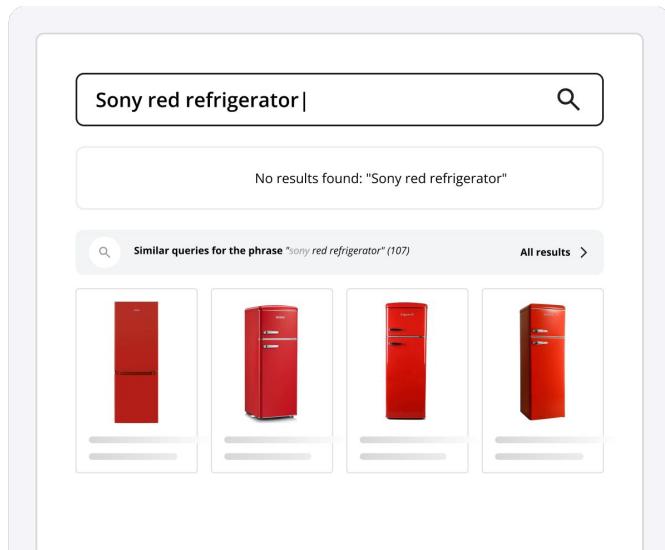
# Solution

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.



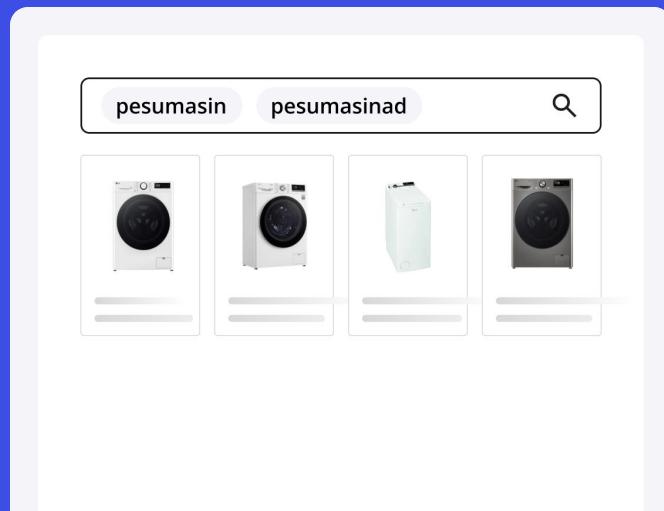
## Sales-data-based ranking

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



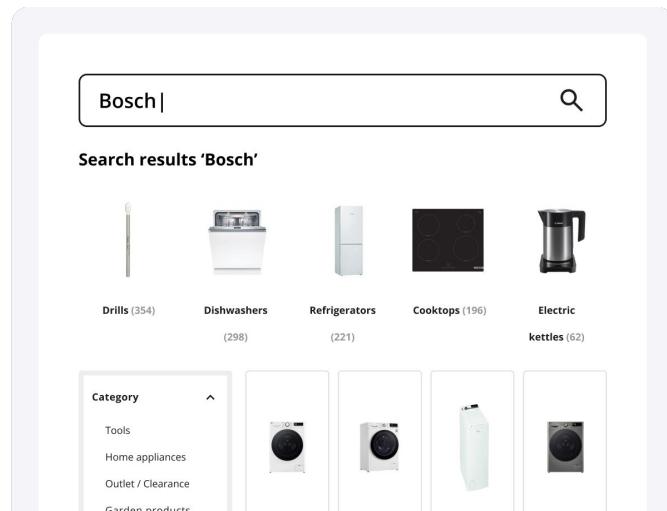
## Estonian language fine-tuning

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



## Intelligent subcategory filters

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





## Trend detection and exception handling

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

The screenshot shows a search interface with a search bar containing "stanley". Below the search bar is a "SUGGESTIONS" section with a list of search terms and their categories. The "PRODUCTS" section shows a grid of five items, each with a thumbnail image and a progress bar below it. The items are: 1. A black thermos. 2. A red thermos. 3. A black cylindrical object. 4. A grey cylindrical object. 5. A grey backpack.

SUGGESTIONS	PRODUCTS
stanley	All results >
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	



## 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](mailto:hello@lupasearch.com)



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

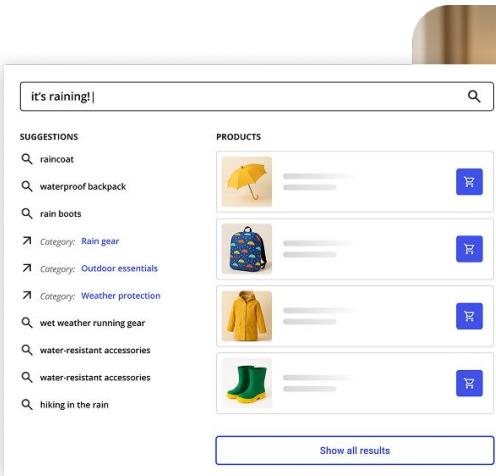
LupaSearch eliminates fuzzy search results and creates a highly-personalized shopping experience. Right product, right search, right time.

AI synonyms

Vector search

Redirects

Multi-index search



it's raining!

**SUGGESTIONS**

- raincoat
- waterproof backpack
- rain boots
- Category: Rain gear
- Category: Outdoor essentials
- Category: Weather protection
- wet weather running gear
- water-resistant accessories
- water-resistant accessories
- hiking in the rain

**PRODUCTS**

-  Raincoat
-  Waterproof backpack
-  Rain boots
-  Category: Rain gear
-  Category: Outdoor essentials
-  Category: Weather protection
-  Wet weather running gear
-  Water-resistant accessories
-  Water-resistant accessories
-  Hiking in the rain

Show all results



# Autocomplete and suggestions

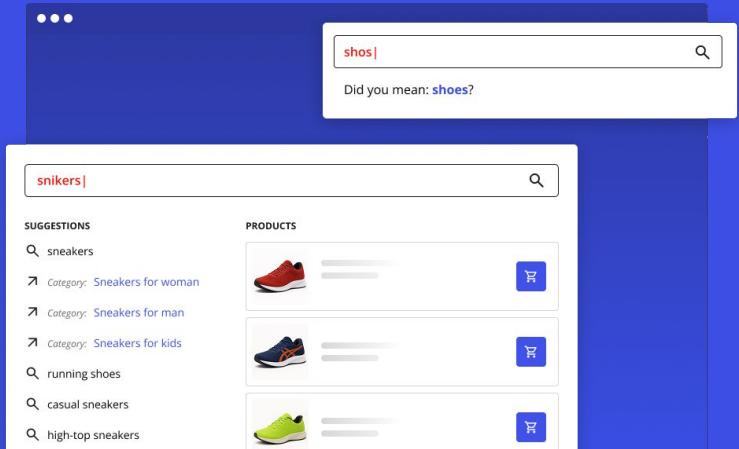
Deliver a seamless search experience by correcting typos, predicting intent, and guiding users with smart suggestions.

Typo correction

Smart autocomplete

Synonyms

"Did you mean"...



shos

Did you mean: [shoes](#)?

snikers

**SUGGESTIONS**

- sneakers
- Category: Sneakers for woman
- Category: Sneakers for man
- Category: Sneakers for kids
- running shoes
- casual sneakers
- high-top sneakers

**PRODUCTS**

-  Sneakers for woman
-  Sneakers for man
-  Sneakers for kids
-  Running shoes
-  Casual sneakers
-  High-top sneakers

# Merchandising control

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

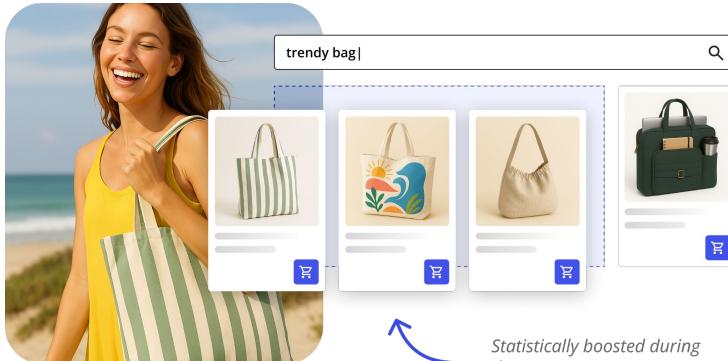
Statistical boost

Numeric boost

Custom ranking rules

Statistical boost

Search boosting engine



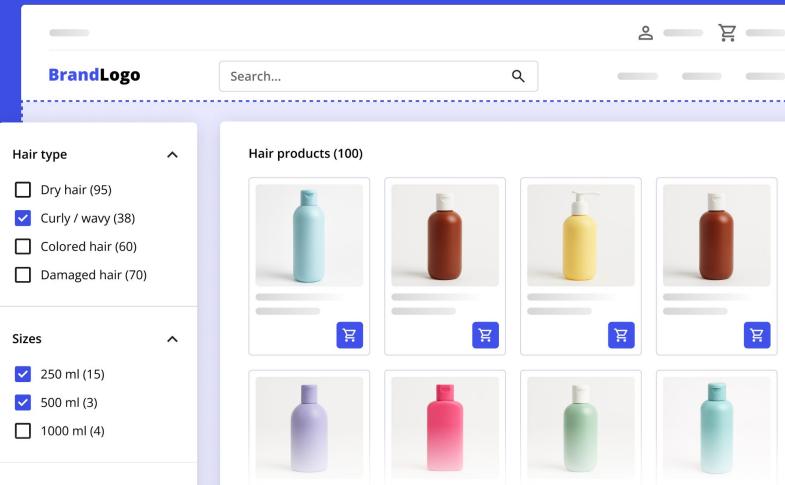
# Dynamic catalog management

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



# Smart recommendations

Deliver personalized suggestions that boost sales. Boost e-commerce sales with personalized recommendations based on user interactions.

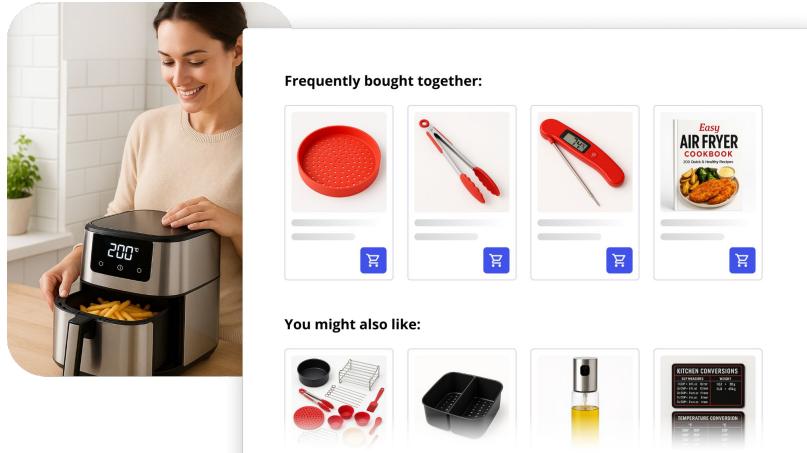
Statistical boost

Numeric boost

Custom ranking rules

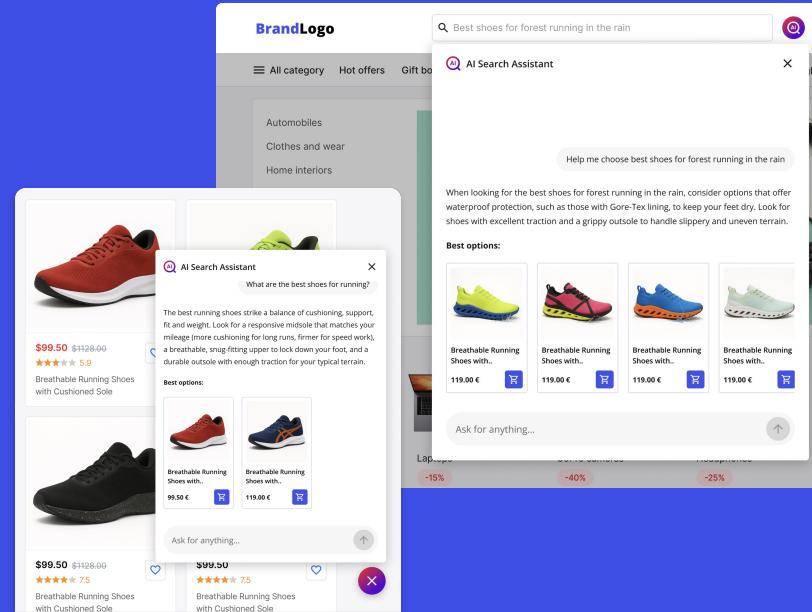
Statistical boost

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.





No Extra Cost!

## 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**

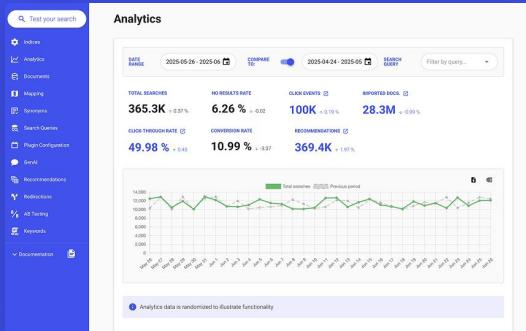
**Data analyst at your service**

- ✓ 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.



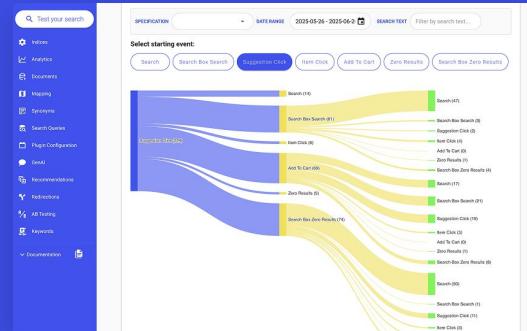
The Analytics section displays key performance metrics and a line chart. Key metrics include:

Metric	Value	Change
TOTAL SEARCHES	365.3K	+ 0.3%
NO RESULTS RATE	6.26%	+ 0.02
CLICK EVENTS	100K	+ 0.1%
REPORTED DOCS	28.3M	+ 0.05%
CLICK-THROUGH RATE	49.98%	+ 0.04%
CONVERSION RATE	10.99%	+ 0.01%
RECOMMENDATIONS	369.4K	+ 0.01%

The line chart shows the number of searches over time, with a green line indicating the current period and a grey line for the previous period.

## Visual user flow displays

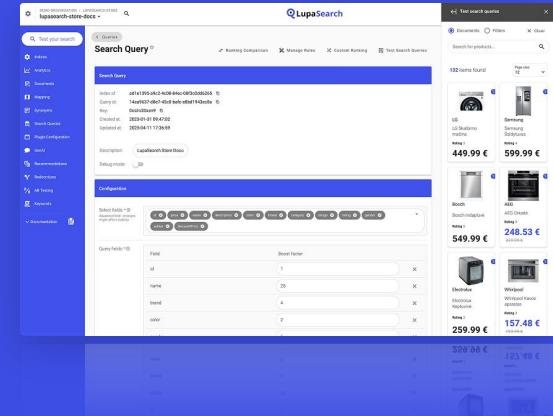
Understand your users' journeys on your website and how they interact with search results.



The User Flow section displays a funnel diagram showing the flow of users from search to purchase. The funnel includes stages such as Search (10), Search Box Search (1), Suggestion Click (1), Item Click (1), Add To Cart (1), Zero Results (1), and Search Box Zero Results (1). The funnel is color-coded in blue and yellow.

## Advanced settings

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



The Advanced Settings section shows a search query configuration tool. A search query is selected: "lupasearch-store-docs". The configuration panel shows the following settings:

Field	Boost Factor
id	1
name	25
brand	4
color	2

The results table shows products with their prices and boost factors:

Product	Price	Boost Factor
US Bulding monitor	449.99 €	1
Services	599.99 €	1
US Bulding monitor	549.99 €	1
US Bulding monitor	248.53 €	1
US Bulding monitor	259.99 €	1

# 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](#)

