Constructor.io

Bonobos

Bonobos Rapidly Transforms Product Search & Discovery Experience with Minimal Engineering Costs

Bonobos

Bonobos, the archetype of the DNVB category, lives and breathes online clothes shopping. As a fast growing digitally native brand with an expanding catalog and a growing multi-channel strategy, the team at Bonobos knew their product discovery experience needed to look and feel as good as the clothes they sell.

They also knew that providing customers with a lightning-fast & personalized search, browse, and recommendations experience was a low-hanging-fruit opportunity that would give users a premium experience while lifting revenue.

The Challenge

David Adams, Bonobos' CTO and a long-time executive at major e-commerce sites, spotted this opportunity immediately. He knew Bonobos' current product discovery solution was built in-house on Elasticsearch, and it worked well for a time. But it also had some major issues.

Long tail queries weren't handled properly. There was no personalization. Autocomplete and recommendations needed to be maintained separately. The product discovery experiences weren't learning from eachother. And like any other Lucene-based system, no amount of manual tuning will ever allow it to automatically optimize results for a business KPI. This was a problem that needed fixing, immediately.

Where Constructor Comes In

After hearing Constructor talk about powering the exact customer experience he hoped for, while also optimizing for the specific metrics he cared about, David was interested. Constructor — a young start-up in an older field all built on Lucene and all making the same promises they can't deliver — approached the problem differently and seemed interesting, but he needed proof.

Constructor having big logos under its belt helped make him comfortable, but David wasn't sure until they entered Constructor's "Proof Schedule". After installing a "Beacon" and sharing a product feed, Bonobos was able to confirm emperically that Constructor was different... and much better.

The only problem? Black Friday was approaching fast — and there was little time left for implementation.

The Solution

Constructor hit every implementation milestone on time and delivered the experience David was hoping for on a tight deadline. Constructor's engineering team paired daily with Bonobos' team, even setting up a shared Slack channel for rapid communication. Questions were answered immediately, the integration was a breeze, and the results were stellar.

The Result

+9%
Lift in Search revenue

+6%
Lift in Browse conversions

+92%
Lift in Recommendation conversions

+22%
Lift in Recommendations AOV

"I bet that switching to Constructor would let us leap from a legacy product discovery experience to something cutting edge, and that the metrics we care about would move with it. I bet on their fast pairing and expert knowledge, and it worked. What they said would happen, happened, and we implemented on time and exceeded our goals."

David Adams,
CTO Bonobos