

BOON

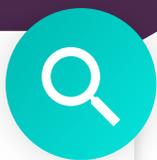
A case study with
JARROLD



Picking the perfect homeware for
struggling gift buyers from
5000 SKUs and over 180 brands



The Needs



As a department store, Jarrold needed to help their online customers **discover relevant products** from their **vast and variable catalogue**. With a focus on delighting their customers through gift discovery, Jarrold needed an **engaging, enjoyable and intuitive experience** to help shoppers find great homeware.

The Solution



BOON created a **fun gift-finder** to help shoppers discover the perfect gifts from across Jarrold's home accessory range for any recipient regardless of style, interests and budget. The versatility of BOON's **filtering and machine learning** keeps recommendations up-to-date with the variable catalogue. Each user's experience is tailored to them as they answer, with image-based (example images are shown below) questions to create an **intriguing, immersive experience** and to build an accurate picture of the recipient's personality and desires.



Drawing on psychology research, BOON's AI **picked out the best products** for each recipient. Users could actively rate the recommendations and overall experience, improving the AI for future users and **heightening engagement**.

The Impact

Coverage

96%

of products recommended at least once as a gift

Conversions

3x

increase in conversion rate for BOON users

Rating

81%

of users found the experience beneficial in their search

BOON gives our customers an alternative way to navigate our catalogue and a delightful experience to help them with gift discovery. We're thrilled with the results in this difficult category and are looking forward to further work with the team at BOON who have gone beyond our expectations in iterating on their design based on their insights.

Neil Park - Head of eCommerce at Jarrold



Excellent engagement with over 72% completion rate of all questions once started



Bigger baskets with average order value being 28% larger for BOON users



BOON delivers an innovative, engaging shopping experience, first-class AI product recommendations, and actionable customer insights. Find out more at www.boon.so