La fée maraboutée

How La Fée Maraboutée Boosted Revenue with Search

La Fée Maraboutée is a prominent French women's ready-to-wear brand with creative, timeless collections. The brand aims for an elegant digital shopping experience reflecting its boutique heritage.

CHALLENGE

La Fée Maraboutée's existing Shopify search preview, while visually on-brand, had functional issues.

The native search lacked typo tolerance and semantic understanding. Minor spelling errors or varied terminology often resulted in poor results or "no products found." This hindered product discovery and search efficiency, preventing shoppers from quickly finding intended items.

SOLUTION: AB Tasty Search

AB Tasty implemented a search campaign that visually mimicked the native search preview design but upgraded its technology.

This involved adding advanced typo handling and semantic search capabilities to the preview results. The goal was to make the search bar more forgiving and intuitive, helping shoppers find products faster and convert with greater confidence.

RESULTS

Optimized search delivered immediate, substantial results within the first two weeks:

- **+11.7% Revenue per User** – High value from connecting users with the right products.
- **+9.4% Add to Cart rate** – Improved product relevance and a streamlined path to purchase.

TAKEAWAY

The campaign's success shows the critical role of on-site search in driving conversion, especially during peak periods.

By improving search with semantic understanding and typo tolerance while keeping the UI consistent, La Fée Maraboutée significantly boosted the shopping experience and ROI.

This validates that "invisible" technical upgrades to existing features can yield double-digit growth by reducing customer friction.
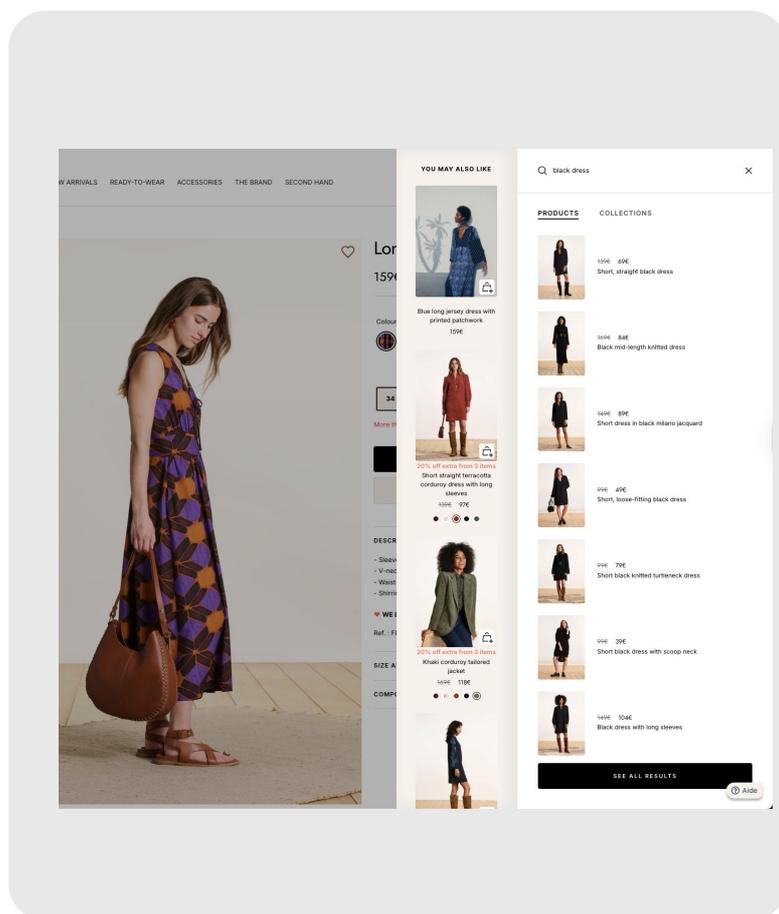
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