



# Google Commerce Search increases Panasonic North America's conversion rates from search while saving \$184,000\* in initial costs and \$70,000\* in annual costs

## Panasonic ideas for life

### About Panasonic Corporation of North America

Based in Secaucus, NJ, Panasonic Corporation of North America provides a broad line of digital and other electronics products and services for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation (NYSE: PC), and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic was the only Consumer Electronics brand to be listed in the top ten brands on the [Interbrand Best Global Green Brands 2011 ranking](#).

As part of its continuing efforts to reduce its carbon footprint, Panasonic Corporation of North America will relocate its operations to a new eco-efficient office tower adjacent to a mass transit hub in Newark, NJ in 2013. Information about Panasonic Eco Ideas initiatives is available at <http://panasonic.net/eco/ecoideas/>

Information about Panasonic and its products is available at <http://www.panasonic.com>. Additional company information for journalists is also available at <http://www.panasonic.com/pressroom>.

### Goals

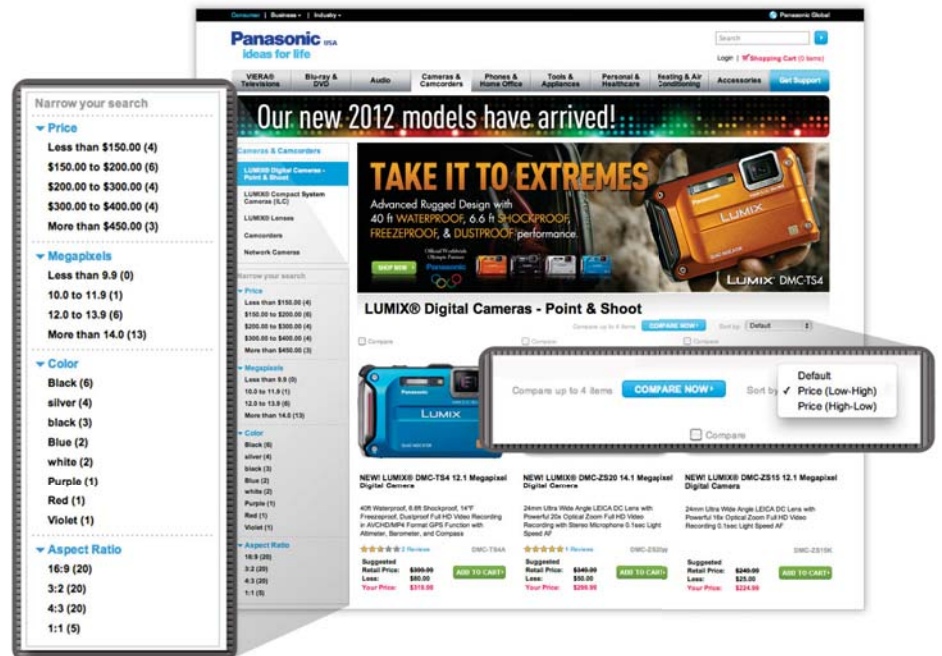
- Increase sales conversion
- Enhance the customer search experience
- Reduce the time required to administer the search solution

### Approach

- Implemented the Google Commerce Search as a system-wide search solution
- Utilized Dynamic Navigation on Product Category pages to enable filtering and sorting to help customers navigate through the product catalog's listings
- Automated product updates vs. the manual tuning required with the prior solution

### Results

- About 30% of all purchases on the site result from a search
- Saved an estimated \$184,000\* in start-up costs
- Save an estimated \$70,000\* in annual maintenance costs
- Reduced the process of rolling out search to new site sections from six weeks to four days
- Improved customer satisfaction on satisfaction surveys



Utilizing Google Commerce Search's Dynamic Navigation and sorting features helps customers navigate through the product catalog pages.

## Confronting a complex e-commerce search situation

Panasonic North America had a challenge.

With search used by roughly 33% of all site visitors and the quality of search considered “poor,” a change needed to be made to their search offering. However, when Panasonic North America looked into upgrading their previous search solution to the new version, they discovered they would need to upgrade to a 64-bit hardware environment to support the latest version of the search software. The estimate Panasonic North America came up with for the upgrade was high:

New hardware, software licenses, installation, network setup, backup, failover, configuration for five servers	\$120,000*
Configuration consultation fees	\$32,000*
Internal implementation	\$48,000*
Search maintenance (including backup, hardware and software maintenance, vendor fees)	\$120,000/year*
Internal maintenance	\$19,200/year*
<b>Total</b>	<b>\$200,000 initial costs + \$139,200/year*</b>

Panasonic North America decided the time had come to look for an alternative e-commerce search solution.

### An easy-to-administer solution that produces strong results

Viktor Svirnovskiy, Manager of Search and Analytics with Panasonic North America, and Panasonic’s Web engineering team selected Google Commerce Search and Google Enterprise Search as Panasonic North America’s new e-commerce search solution. “I had positive previous experience working with Google Product Search as well as Google Enterprise Search solutions,” Mr. Svirnovskiy says, “so Google search technologies were not completely new to me.”

What sealed the deal was a product demonstration in which a Google representative plugged Panasonic’s Merchant Center account used for Product Search into Google Commerce Search, and had a working prototype up and running within three minutes that immediately produced more relevant search results than Panasonic North America’s previous hand-tuned search solution. Panasonic North America was able to deploy their new Google Commerce Search solution in less than a month vs. the estimated six months it would have taken to upgrade the previous e-commerce solution.

---

*“Google Commerce Search represents a suite of best-in-class tools that will enable Panasonic to rapidly increase its e-commerce business, as well as grow sales through its other sales channels, both online and offline.”*

*--Viktor A. Svirnovskiy, Manager of Search and Analytics*

*--Panasonic North America*

---






Today, site visitors can more easily find the right products by clicking through on the more relevant results and by taking advantage of features like Dynamic Navigation that allows them to filter products by various attributes and sort them by price. Now, in addition to search functionality, Panasonic North America is using Google Commerce Search to power its product catalog listing.

Administering the search solution has also been streamlined. Because updating products with the prior solution was a complex process that required several

## Consumer Search Results



### Product Results About 1038 consumer results found for 'cameras'.

	<b>LUMIX® LX5 10.1 Megapixel Digital Camera</b> Model#: DMC-LX5K ★★★★★15 Reviews	<b>Suggested Retail Price:</b> \$499.99 <b>Less:</b> \$50.00 <b>Your Price:</b> \$449.99	<a href="#">SHOP NOW</a> <a href="#">GET SUPPORT</a>
	<b>NEW! LUMIX® DMC-ZS20 14.1 Megapixel Digital Camera</b> Model#: DMC-ZS20K ★★★★★1 Reviews	<b>Suggested Retail Price:</b> \$349.99 <b>Less:</b> \$50.00 <b>Your Price:</b> \$299.99	<a href="#">SHOP NOW</a> <a href="#">GET SUPPORT</a>
	<b>LUMIX® FZ47 12.1 Megapixel Digital Camera</b> Model#: DMC-FZ47K ★★★★★4 Reviews		<a href="#">SHOP NOW</a> <a href="#">GET SUPPORT</a>
	<b>LUMIX® FZ150K 12.1 Megapixel Digital Camera</b> Model#: DMC-FZ150K ★★★★★6 Reviews	<b>Suggested Retail Price:</b> \$499.99 <b>Less:</b> \$50.00 <b>Your Price:</b> \$449.99	<a href="#">SHOP NOW</a> <a href="#">GET SUPPORT</a>
	<b>NEW! LUMIX® DMC-TS4 12.1 Megapixel Digital Camera</b> Model#: DMC-TS4D ★★★★★2 Reviews	<b>Suggested Retail Price:</b> \$399.99 <b>Less:</b> \$80.00 <b>Your Price:</b> \$319.99	<a href="#">SHOP NOW</a> <a href="#">GET SUPPORT</a>

### Informational Results

About 19,100 results (0.20 seconds)



#### Panasonic Product Support

Cameras that are compatible with SDHC will have the SDHC logo on the camera body. 2010 models compatible with SDXC cards will have the SDXC logo on ...

[Obtain Panasonic Support for Network Cameras at Panasonic.com](#)

Results 1 - 15 of 56 ... Panasonic Support for Network Cameras is available at Panasonic.com.

[Obtain Panasonic Support for LUMIX Digital Cameras ...](#)

Panasonic Support for LUMIX Digital Cameras - Interchangeable Lens Models is available at Panasonic.com.

[Obtain Panasonic Support for LUMIX Digital Cameras - Point Shoot ...](#)

Panasonic Support for LUMIX Digital Cameras - Point Shoot Models is available at Panasonic.com.

[Obtain Panasonic Support for Cameras at Panasonic.com](#)

Results 1 - 15 of 463 ... Panasonic Support for Cameras is available at Panasonic.com.

*By providing informational results alongside product results, Panasonic can steer customers to the subject that is most relevant to them.*

hours of complicated administration and testing effort, the task was performed only once a week. Therefore, newly launched products were often not visible in search results for days. With Google Commerce Search, the process is fully automated, and new products are available for search within just a few hours of being uploaded to the site. Rolling out Google Commerce Search to new site sections has also proved to be easier, completed with just a few days of engineering work vs. the several months required with the previous solution.

"With the previous search system, I had to concentrate on the configuration of the application and processing pipelines," Mr. Svirnovskiy reports. "Search rules engineering was only about 10% of the total effort, the rest - 90% - was spent on configuring the tool itself. By implementing Google, I eliminated the 90% of effort required to implement search for the new site, and was able to concentrate on the core - tuning the search solution to obtain the best results possible."

As next steps, the Panasonic North America team is implementing Search-as-you-Type to add even more dynamic, real-time search to the site, and plan to leverage the Promotions features that will allow them to easily showcase product offerings and deals.

"Google Commerce Search represents a suite of best-in-class tools that will enable Panasonic to rapidly increase its e-commerce business, as well as grow sales through its other sales channels, both online and offline," says Mr. Svirnovskiy.

---

## About Google Commerce Search

Google Commerce Search is a hosted search solution for your e-commerce store that leverages Google's tremendous search expertise and computing infrastructure to deliver a superior experience that bridges the gap between brick and mortar stores and online shopping. Robust features include a product recommendation engine, instantaneous search results, targeted promotions, smart synonym and spelling detection, and extensive merchandising options. Google Commerce Search works seamlessly on desktop e-commerce sites as well as both mobile sites and apps. Customers who have implemented the solution include General Nutrition Centers (GNC), Westfield Shopping Centers, and Barney's among others.

For more information visit:  
[www.google.com/commercesearch](http://www.google.com/commercesearch)

---

## Lower TCO. Higher conversion rates and customer satisfaction.

Panasonic North America has already reaped tremendous benefits by selecting the Google Commerce Search solution with a higher conversion rate, lower Total Cost of Ownership (TCO), and greater customer satisfaction.

"We definitely see better conversions," Mr. Svirnovskiy reports. About 30% of purchases on our website are influenced by search."

Panasonic North America saved an estimated \$184,000\* in initial costs and \$70,000\* per year by choosing Google Commerce Search.

	Prior e-commerce search solution	Google Commerce Search (GCS)
New hardware, software licenses, installation, network setup, backup, failover, configuration for five servers	\$120,000*	\$0*
Configuration consultation fees	\$32,000*	\$0*
Internal implementation	\$48,000*	\$16,000*
Search maintenance (including backup, hardware and software maintenance, vendor fees)	\$120,000/year*	\$50,000/year (GCS + Google Site Search)*
Internal maintenance	\$19,200/year*	\$19,200/year*
<b>Total</b>	<b>\$200,000 initial costs + \$139,200/year*</b>	<b>\$16,000 initial costs + \$69,200/year*</b>

In a user satisfaction survey conducted that compared the new Google Commerce Search solution with the prior e-commerce solution, Panasonic North America learned that:

- Google Commerce Search received 22% more "excellent" ratings for its ability to let customers narrow their search results\*\*
- Overall, Google Commerce Search was rated 7% higher in providing relevant results\*\*
- Google Commerce Search received 10% more "excellent" ratings for the order of the results and 6% more "excellent" ratings for how well the search feature helps customers decide what to select\*\*

For Panasonic North America, Google Commerce Search has simplified search and cut overhead and maintenance, while improving the customer experience. Google Commerce Search provided a user-friendly, quick time-to-market, cost-effective solution to Panasonic North America's previous e-commerce challenges.

\* - All dollar figures are based on rough estimates

\*\* - Performance percentages were calculated based on data gathered during March 2011 for the prior e-commerce search solution and from March 2012 with Google Commerce Search

