

The Total Economic Impact of Algolia

Cost Savings and Business Benefits enabled by Algolia

The Forrester Total Economic Impact™ (TEI) study examines the potential ROI that enterprises may realize by deploying Algolia. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four customers with up to four years of experience using Algolia and designed a composite organization based on their characteristics. The results of those findings are presented below.



With Algolia, the composite organization saved four months for five full time employees to build comparable search capabilities via open-source solutions.

“When you’re on an eCommerce platform, the search capability is the main feature that people are in contact with in order to properly discover your products. And this is why it is important to get it right.”

Product manager, retail

FROM THE VOICE OF OUR CUSTOMERS

“In the end, our transition to Algolia resulted in higher retention and higher engagement. And if you can make your customers stay with you longer, that will have a material impact on the bottom line.”

SVP of engineering

After implementing Algolia, these organizations improved customer’s search experiences, which resulted in incremental sales, shortened cycles for updates to search parameters, and reduced burdens on IT teams.

ABOUT ALGOLIA

