FNX Bathrooms Case Study

In a 30-day pilot, FNX Bathrooms partnered with Optivise to enhance the performance of their 1,800-SKU catalogue on B&Q Marketplace.

By applying Optivise's AI-powered facet mapping and SEO-optimised product content, FNX's average listing quality score went from **22% to 94%.**

FNX saw a 9% uplift in GMV, 7% higher session volume, and 9% increase in conversion rate, demonstrating the tangible impact of intelligent product data optimisation.

The pilot demonstrated how intelligent product data transformation can drive measurable growth in just one month.

30 Days. Measurable Impact. Immediate Results.

FNX Bathrooms saw fast, meaningful improvements after optimising 1,800 SKUs.

Conversion Rate ↑ 9%

Conversion rate rose from 3.27% to 3.56% as a result of optimised titles, complete facet data, and enhanced product clarity, helping buyers convert faster and with more confidence.

GMV ↑ 9%

Revenue from optimised listings rose 9% MoM, driven by improved discoverability and higher conversion.

Sessions ↑ 7%

Traffic to FNX listings rose 7% month-on-month, driven by keyword-optimised content and improved title relevance, resulting in greater findability and visibility on B&Q marketplace.

"Optivise has transformed a previously tedious and time-consuming process into something **streamlined, efficient, and intelligent**. It's **saved us hours** and allowed us to go to market faster, with better data that converts more.

We have seen a ROI in 2 months and expect this to scale as we can add more SKUS without hiring more staff."

James Morris

FNX Bathrooms CEO

OPTIVISE