



# Personalized search increases sales in the welding industry

1m

revenue growth  
within 12 months (LPMW)

3m

revenue growth of  
AllesVoorLassen.nl

120

employees



## CHALLENGE

- The existing search functionality delivered imprecise and often irrelevant results
- Limited personalization capabilities with minimal flexibility for tailored recommendations
- Little to no control over the search and recommendation logic
- No integration with CRM or checkout processes to enable a holistic personalization strategy
- Scalability limitations – the existing solution couldn't keep pace with growth or rising customer expectations

## SOLUTION

- Seamless integration of SPARQUE.AI into the existing Shopware environment at AllesVoorLassen
- Intelligent product search with dynamic filtering and ranking mechanisms
- Fully configurable recommendation logic – LPMW can fine-tune algorithms to fit specific target groups and product categories
- End-to-end personalization across the entire customer journey
- Integration of checkout and CRM data to boost conversion rates and increase average order value

## ABOUT LPMW - LASPARTNERS MULTIWELD

**LPMW** is a leading provider of welding technology in the Netherlands and Belgium, offering a comprehensive range of professional welding products and accessories. With a strong focus on digital innovation, the company operates both a B2B portal and a high-performance webshop. Its sub-brand, **AllesVoorLassen**, specializes in online sales and serves as a testing ground for new digital commerce technologies.

[www.lpmw.nl](http://www.lpmw.nl)

[www.allesvoorlassen.nl](http://www.allesvoorlassen.nl)

### Challenge: When standard solutions no longer cut it

The rise of digital commerce has reshaped customer expectations – even in traditional B2B industries. Buyers now demand the same seamless, personalized shopping experiences they enjoy in B2C. The welding technology sector is no exception. Companies like LPMW are under increasing pressure to deliver speed, precision, and user-friendly experiences. But in a highly specialized industry, digital transformation isn't just about going online – it requires smart, tailored solutions to truly meet customer needs.

LPMW quickly realized that having a webshop wasn't enough to stay ahead. Their product search function was inefficient, making it difficult for customers to find what they needed. On top of that, their existing personalization tool was rigid, offering little flexibility for optimization. The breakthrough came when LPMW implemented SPARQUE.AI – an AI-powered solution that not only delivered more accurate search results but also enabled real-time, personalized product recommendations.



“We needed a solution that truly works – one that gives us control over search and personalization. With SPARQUE.AI, we finally have the flexibility to tailor the experience to our customers' needs. Switching to this solution has been a complete game-changer for our business.”

**Menno Engelen, Channel Manager, LPMW**

## Smarter personalization with SPARQUE.AI

LPMW first tested SPARQUE.AI with its sub-brand AllesVoorLassen, an online retailer specializing in welding equipment. The goal was to evaluate how intelligent algorithms could enhance the shopping experience. The impact was immediate – customers found products faster, conversions increased, and LPMW gained full control over its personalization strategy.

With SPARQUE.AI, LPMW was able to fine-tune search and recommendation algorithms, integrating them seamlessly into the checkout process and CRM system. As a result, customers received more relevant product suggestions, creating a significantly improved shopping journey.

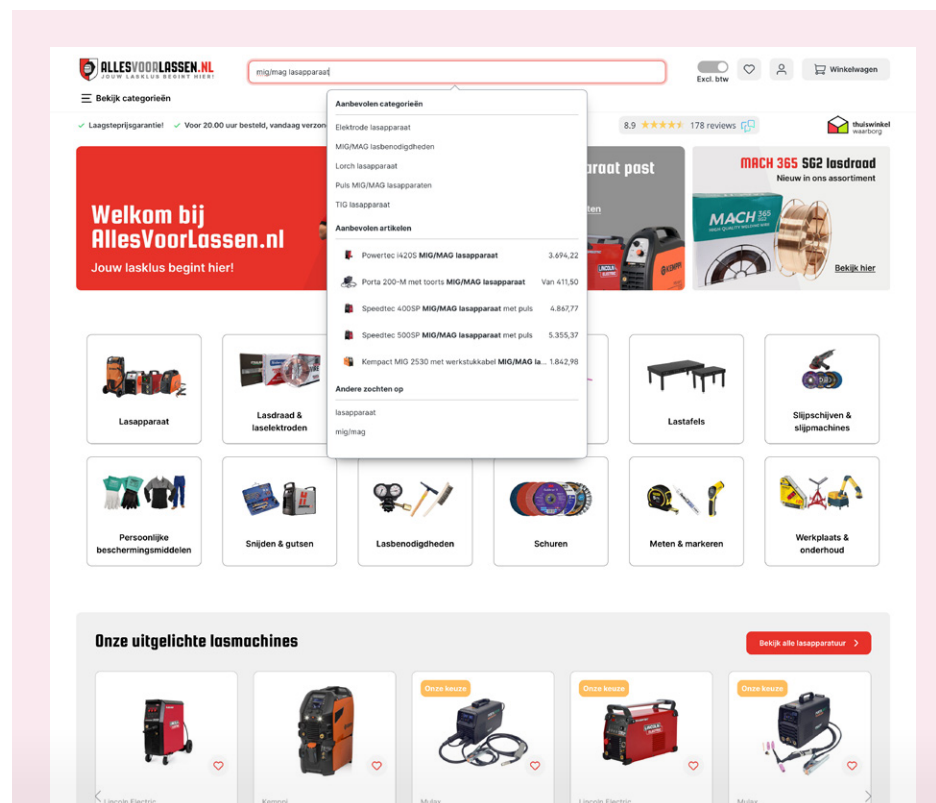
One of the biggest wins? Personalized product recommendations at checkout. By suggesting complementary products at just the right moment, LPMW saw a sharp rise in average order value. They also extended AI-driven personalization to email campaigns, tailoring product recommendations based on customers' past purchases – leading to higher engagement and repeat sales.

## What's next?

After seeing impressive results, LPMW is doubling down on SPARQUE.AI to take its B2B platform to the next level. The technology will be fully integrated into the new LPMW platform, creating an even more dynamic and personalized customer experience. By leveraging additional customer data, they aim to refine personalization even further.

While LPMW continues to strengthen its market position in the Netherlands and Belgium,

AllesVoorLassen is leading an expansion push into Germany, France, and the UK. Today, SPARQUE.AI is at the heart of LPMW's digital strategy – powering intelligent search, personalized recommendations, and full control over customer interactions. In a competitive market where speed and precision make all the difference, LPMW has secured a strong competitive advantage.



**ABOUT SPARQUE.AI**

SPARQUE.AI is an AI-powered personalization engine that transforms digital storefronts into high-converting sales channels. By dynamically adapting to each visitor's context and intent in real time, integrating diverse data sources, and providing full control, SPARQUE.AI delivers relevant, scalable, and transparent experiences that optimize product discovery, search, and recommendations to increase engagement, conversions, and customer loyalty.

Built for flexibility and ease of use, SPARQUE.AI empowers marketing, merchandising, and digital commerce teams to fine-tune personalization strategies effortlessly. Businesses can adjust rules, test approaches, and refine experiences without deep technical expertise.

SPARQUE.AI integrates into e-commerce ecosystems, leveraging behavioral, transactional, and third-party data to personalize every touchpoint. By turning AI-powered insights into real-time actions, SPARQUE.AI enables businesses to create high-converting digital experiences that grow with their customers.

**REACH OUT TO US TO SEE WHAT  
SPARQUE.AI CAN DO FOR YOUR BUSINESS**



**Chi Shing Chang**  
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