



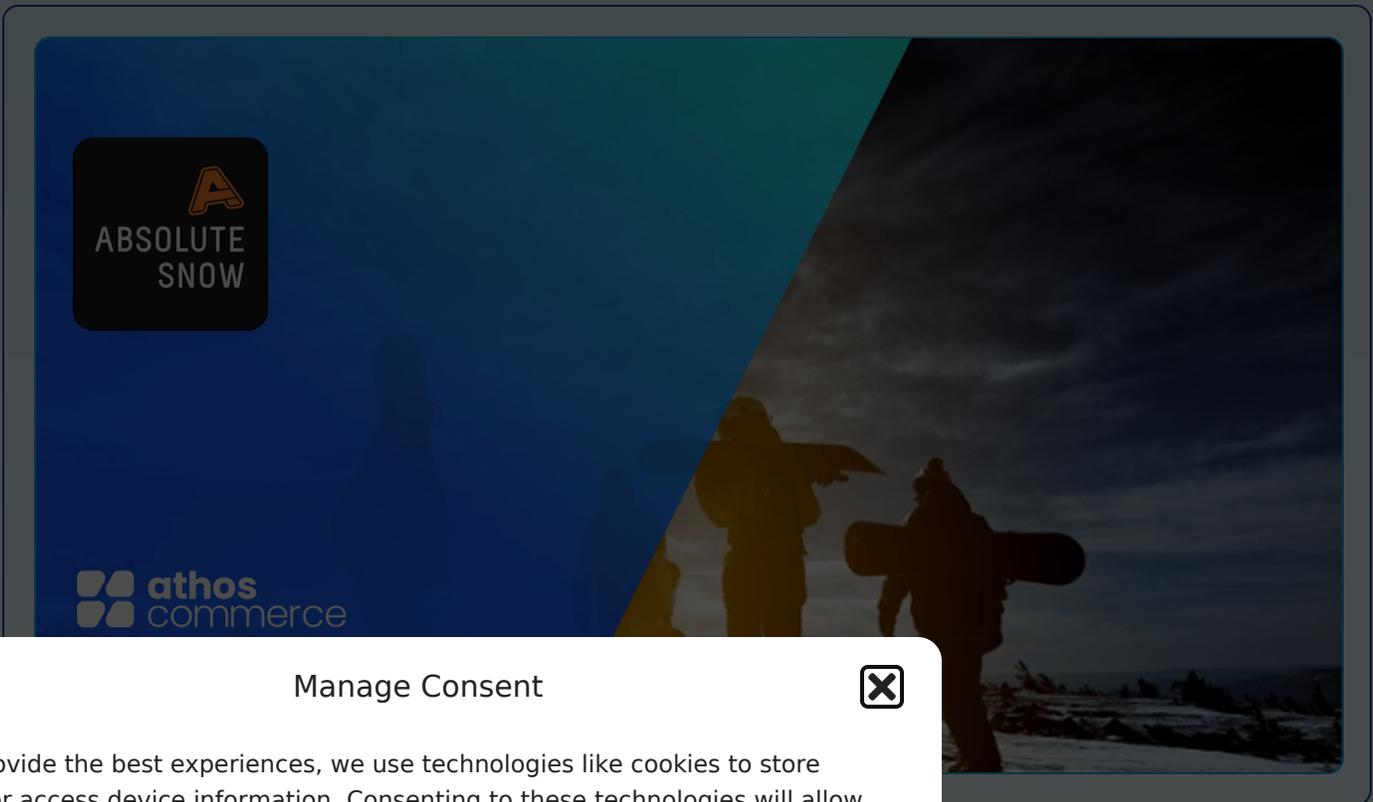
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Absolute-Snow Case Study

Finding the right snowboard used to take five clicks too many. Now? It takes one. The UK's top snow sports retailer turned to Athos Commerce to simplify complex search journeys—and saw conversions jump more than a full percentage point.



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1.4 to 1.6

increase in items per transaction

”

We needed something that just works — and keeps working. Athos Commerce has become essential. It gets people to the right product, faster. No drama. No heavy lifting.

Matt Pyne-Madden

Absolute-Snow

The Brand

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boards and bindings to
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marketplace model where
asonal product mix, success

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The Challenges

As Absolute-Snow scaled, their custom-built site search couldn't keep up. While functional, the legacy tool required constant manual tweaks and couldn't interpret the specificity of how customers searched.

"We've got shoppers looking for niche parts with exact compatibility needs—like a 14mm bolt for a particular binding," said Matt. "If they couldn't find it fast, we'd lose them."

The team needed a smarter discovery solution that:

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The Solution

Athos Commerce replaced the legacy search solution with an AI-powered discovery layer built to reduce friction, understand intent, improve relevance, and deliver faster paths to purchase.

Key capabilities included:

- Intelligent site search that understands niche terms and product relationships
- Targeted promotional banners based on search terms and user behavior
- Easy setup of synonyms and manual rules to prevent no-result queries
- Built-in reporting tools used daily to guide merchandising decisions

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The Results

The impact was immediate and ongoing:

- Conversion rate rose by 1.1 percentage points
- Units per transaction increased from 1.4 to 1.6
- Friction dropped across the customer journey—even on longtail, technical queries

What was once a manual time drain is now a performance engine—one the team runs in five minutes a day.

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