



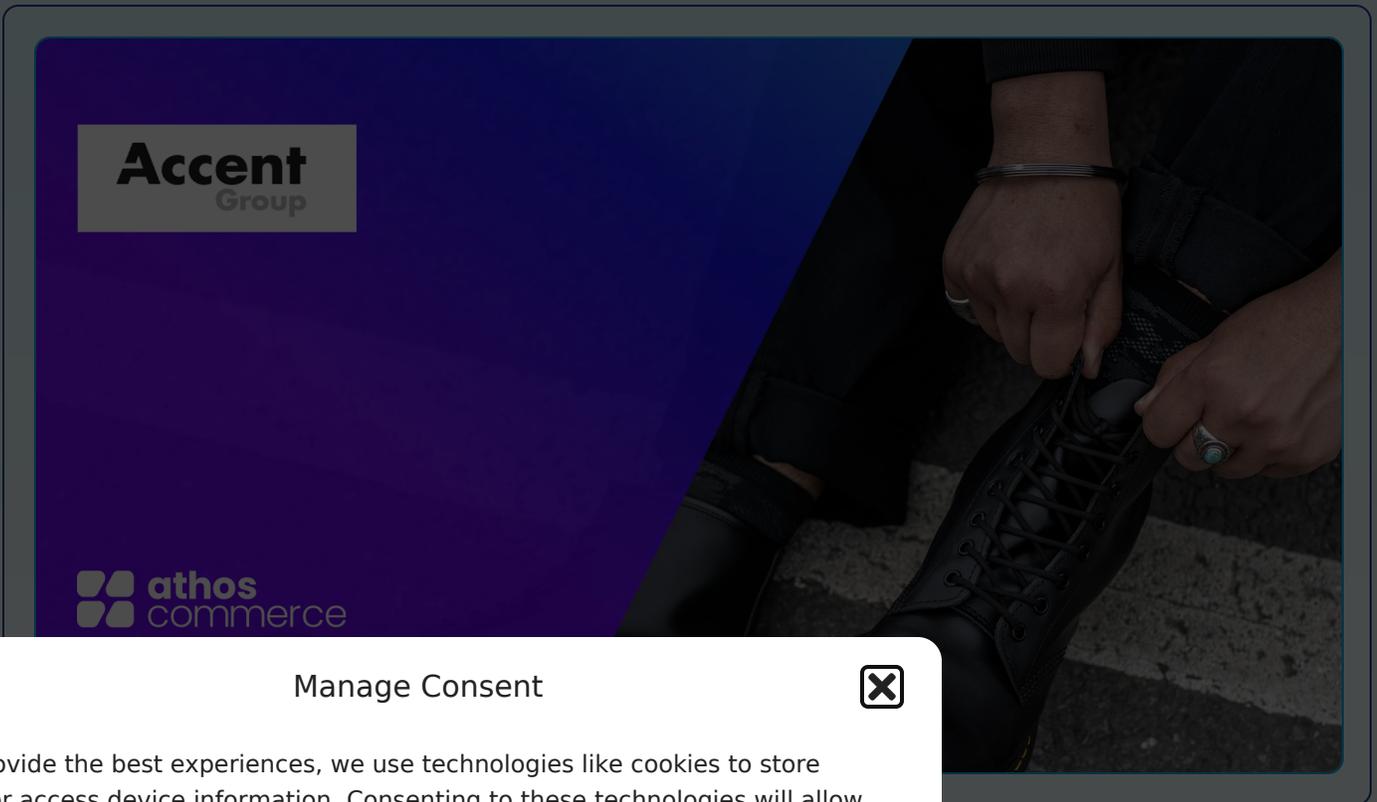
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Accent Group Case Study

Accent Group partnered with Athos Commerce to unify feed management across 30+ brands and 35+ ecommerce platforms. The partnership improved feed stability, accelerated brand onboarding, and unlocked new revenue growth.



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40%

of digital sales protected from feed-related risk

1

week launch time for new brand feeds

The Brand

Accent Group is a leading footwear and apparel retailer based in Australia and New Zealand. The company operates more than 800 stores and manages over 35 online platforms, representing more than 30 well-known brands.

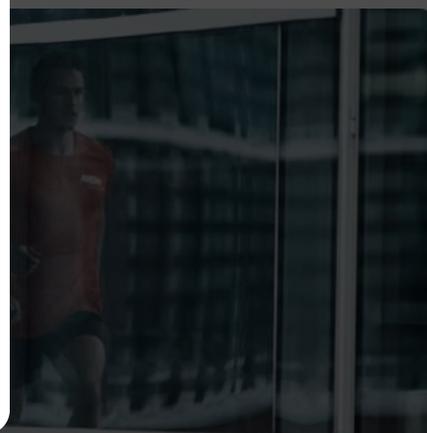
With a diverse brand portfolio and rapid growth, Accent Group needed a reliable and scalable feed management solution to ensure product data accuracy, improve operational efficiency and protect digital sales performance.

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Accent Group's previous setup relied on separate feed systems for each brand and platform,



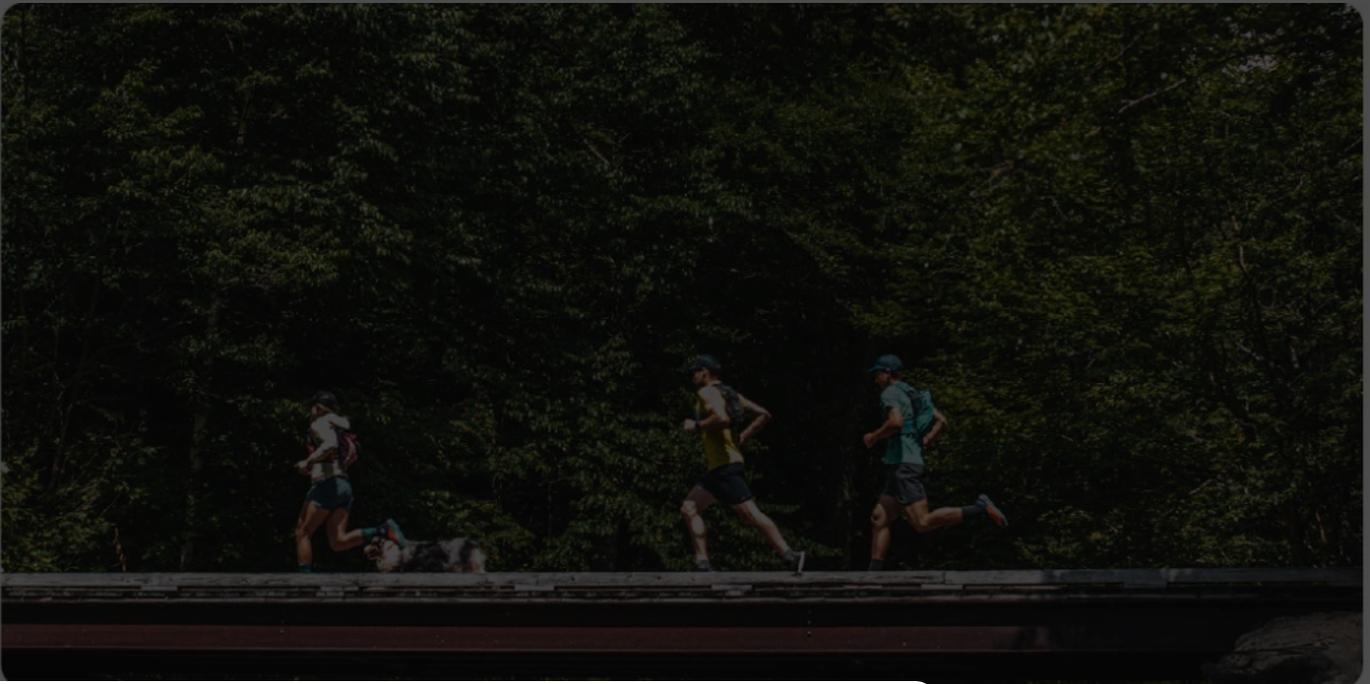
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Key challenges included:

- Multiple feed processes causing data inconsistency and duplication
- Feed outages that affected up to 40% of online sales
- Long setup times for new brands and channels
- Manual troubleshooting taking time away from optimisation and growth

Accent Group needed a centralized feed management solution that could scale with the business and prevent costly downtime.



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monitoring platform for all
and update feeds for every

- Automated issue detection and resolution to prevent outages
- Real-time data integration and product-level visibility for performance tracking



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Athos Commerce streamlined Accent Group's digital infrastructure, giving the team control and flexibility while reducing operational risk.

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Not having a centralized point of contact for all feed related tasks, and issues due to multiple brands on varying platforms made it impossible to manage.

Hayley Sward

Digital Marketing Manager, Accent Group

Feed Management

Athos' Feed Management module helped The Accent Group centralize and optimize its product feeds suitable for each online platform, ensuring data accuracy, reducing the risk of outages, and improving efficiency. By automating updates and providing actionable insights, it minimized resource strain, saved time, and protected up to 40% of sales previously at risk by feed outages.

The solution also streamlined data management by maintaining consistent and up-to-date product feeds, reducing errors. This enabled the team to improve operational efficiency and reduce costs. Additionally, the Athos Feed Management module helped drive more efficiency of the team's time. The solution also streamlines data management by maintaining consistent and up-to-date product feeds, reducing errors. This enabled the team to improve operational efficiency and reduce costs. Additionally, the Athos Feed Management module helped drive more efficiency of the team's time. The solution also streamlines data management by maintaining consistent and up-to-date product feeds, reducing errors. This enabled the team to improve operational efficiency and reduce costs. Additionally, the Athos Feed Management module helped drive more efficiency of the team's time.

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When we add a new brand to our portfolio, we simply provide the



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Hayley Sward

Digital Marketing Manager, Accent Group

Experiments

Athos' Experiments Module had a transformative impact by enabling Accent Group to test and optimize its product listings across various online platforms. This module allowed the team to experiment with different titles, product type, and other attributes to determine what resonated most with their audience. The results included improved traffic, click-through rates, higher conversions, and more effective use of advertising budgets. By providing data-driven insights, the module empowered Accent Group to refine its strategies and maximize return on investment.

Data Connector

The Data Connector Module benefited Accent Group by providing centralized access to performance data at the product level within the Athos platform. This allowed the team to gain deep insights into which products were driving visibility, conversions, and revenue. By integrating this data, Accent Group could quickly pinpoint successful strategies and identify areas for improvement without switching between tools, saving time and boosting efficiency. This data-driven approach helped the company optimize marketing campaigns and enhance overall ecommerce performance.

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efficiency, and reliability:

ved feed accuracy and

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to days

With Athos Commerce, Accent Group built a stable, scalable system that keeps performance



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Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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Other



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Product Feed

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