



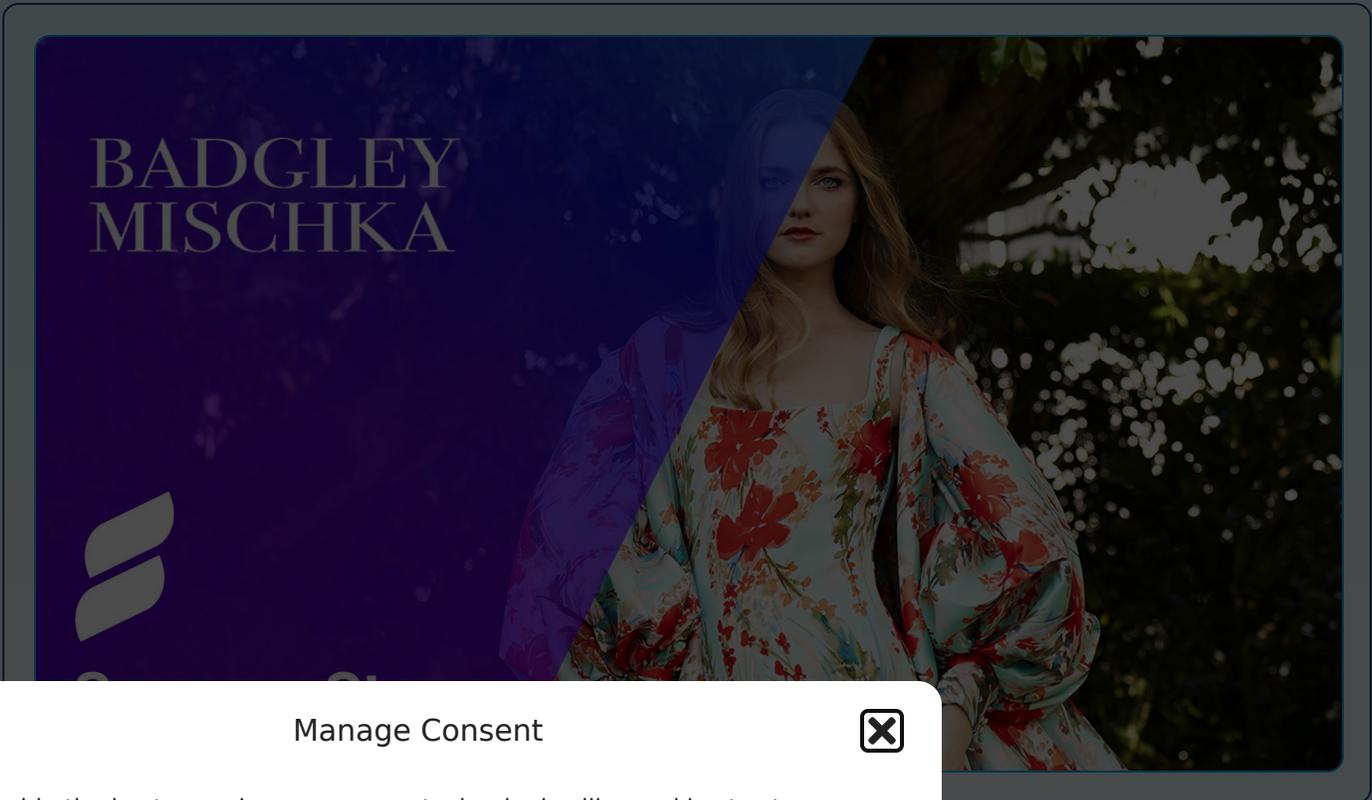
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Badgley Mischka

Badgley Mischka uses Athos Commerce's search, navigation, and merchandising tools to create a more curated shopping experience for their customers.



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22%

Conversion Rate Increase Without Search

85%

Conversion Rate Increase With Search

The second we plugged Athos Commerce in, everything just got so much easier. We're constantly getting feedback that our site is now easier to manage, easier to navigate, and people are finding their products faster."

Katie Ouaknine

Owner, Badgley Mischka Web

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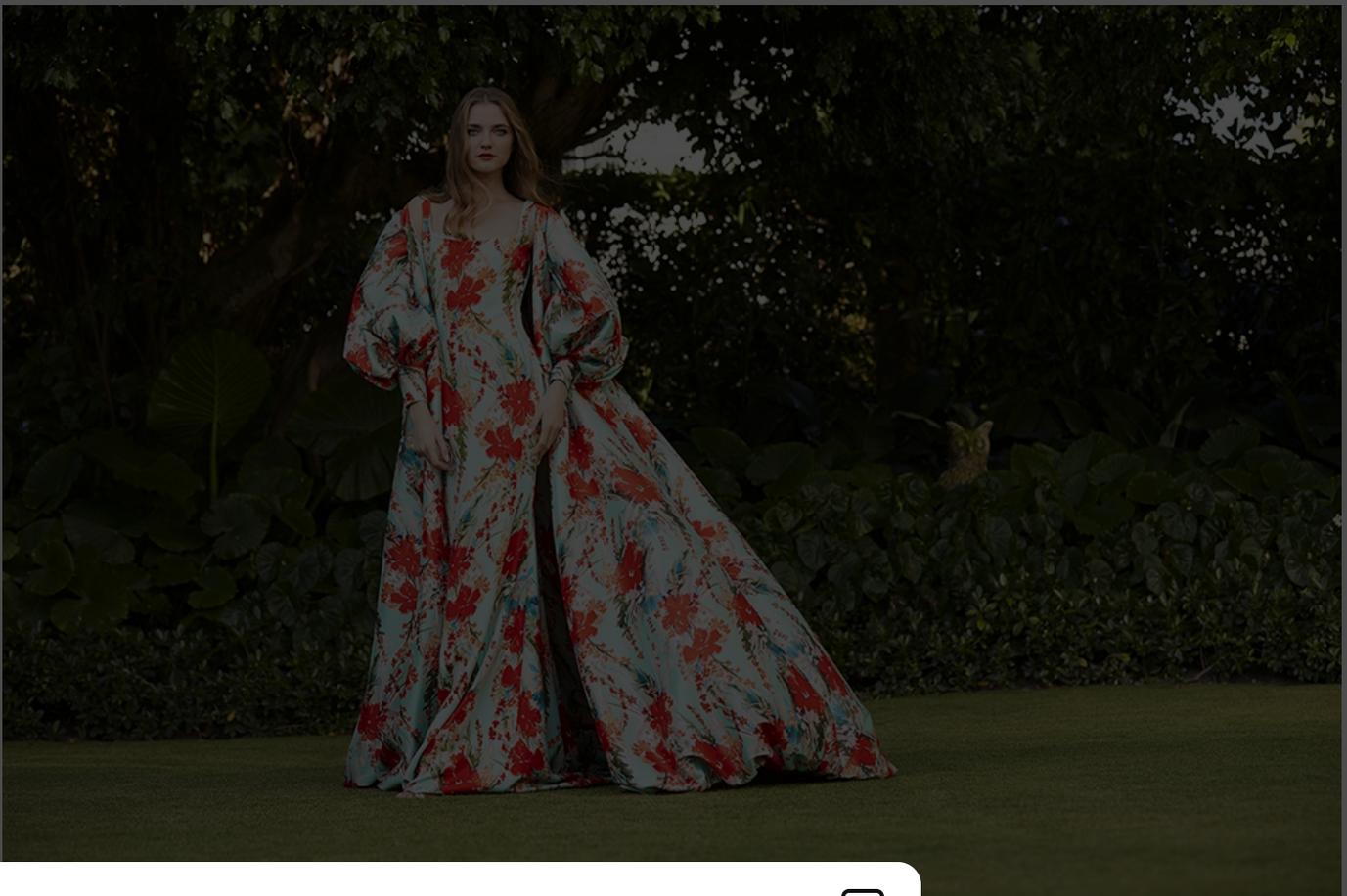
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MISCHKA



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ocus on timeless elegance.

ka, the online store brings the
r base. Fashion and art go
nality permeate the site.

also specializes in footwear and bridal lines, and has become a go-to name in both categories.



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the brand has remained relevant, and has observed new trends in customer buying patterns. "We've noticed that more women are coming to our site for understated white dresses, which we think they are buying as gowns for more intimate garden weddings," says Katie. "It's really nice to see that we can still be of value to our customers as they dress up for smaller events. Some of the higher-end designer brands are a little out of touch for people right now."



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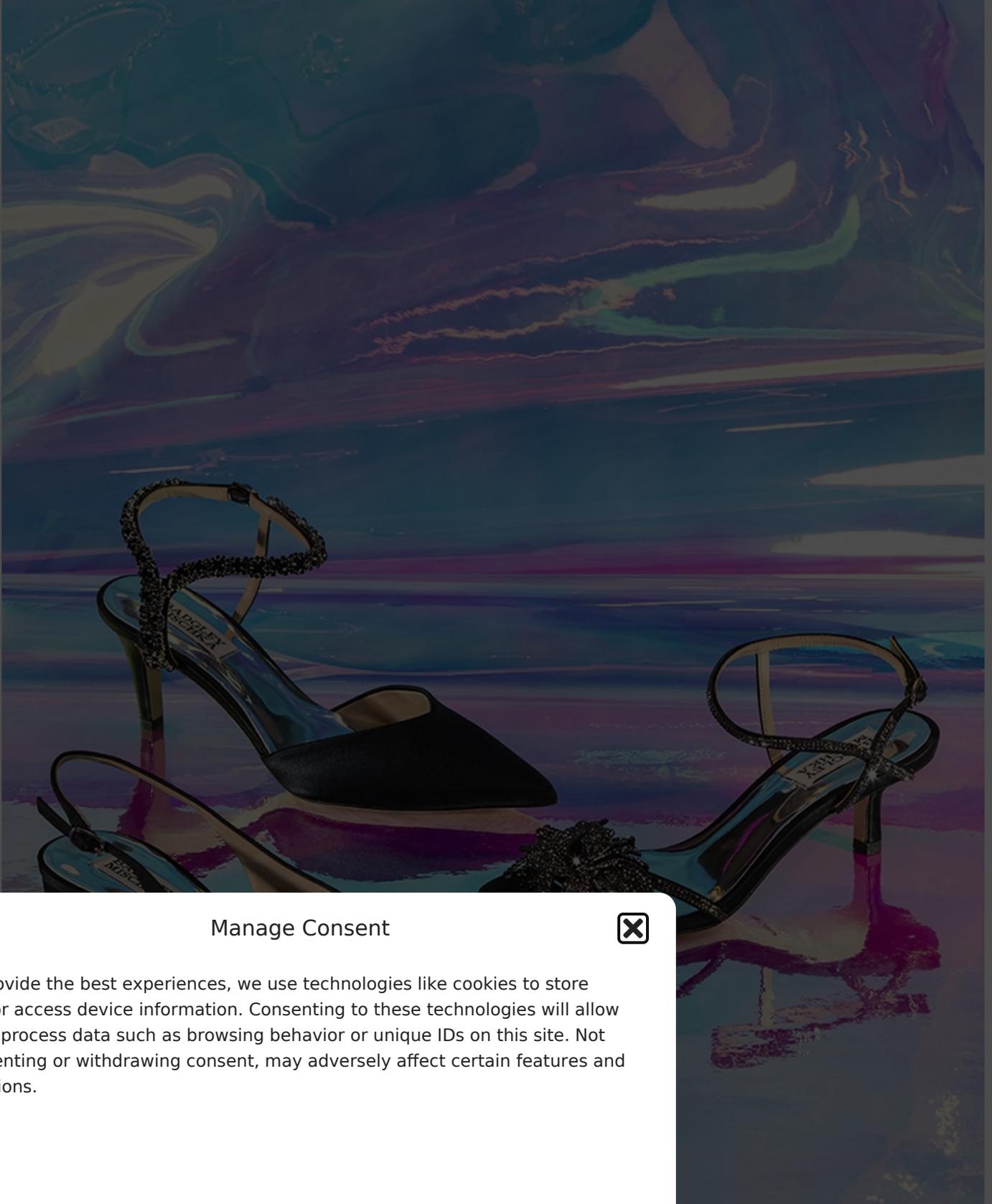
all-scale platform with a lot
n to BigCommerce promised
es with native search.

ce pulls was really hard to
at were skewing search

"Sorting products natively in BigCommerce is really difficult, they have global sort options but they don't have category sorting so merchandising was a huge selling point for us with



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Badgley Mischka integrated Athos Commerce on their search and category pages. "Going



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"We had an issue where customers couldn't tell when we had items in more than one color and the team took care of it. We found solutions that we didn't even know were possible."

When it comes to merchandising, Katie makes particular use of boost rules, promotional badges to highlight new arrivals, and the platform's drag and drop functionality.

"We can now tailor our category landing pages and have them line up with our email campaigns. Our marketing director loves to feature an item in an email and then have that item be the first one you find when you visit the linked category. That was really complicated before so we use that feature a lot."

Athos Commerce's reporting has also enabled the Badgley Mischka team to build tailored landing pages based on common search terms, and redirect shoppers who had previously encountered "no results found". With a significant international customer base, synonyms have also proved useful to account for variations in spelling and product naming conventions. "We might call a product one thing, when some customers know it as something else, so fine-tuning all of those elements of search has been really beneficial to us."

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The Results

"The second we plugged Athos Commerce in, everything just got so much easier. We're constantly getting feedback that our site is now easier to manage, easier to navigate, and people are finding their products faster," Katie says.

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Industry

Fashion & Apparel

Platform

BigCommerce

Solutions

Category Navigation

Search & Autocomplete

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