



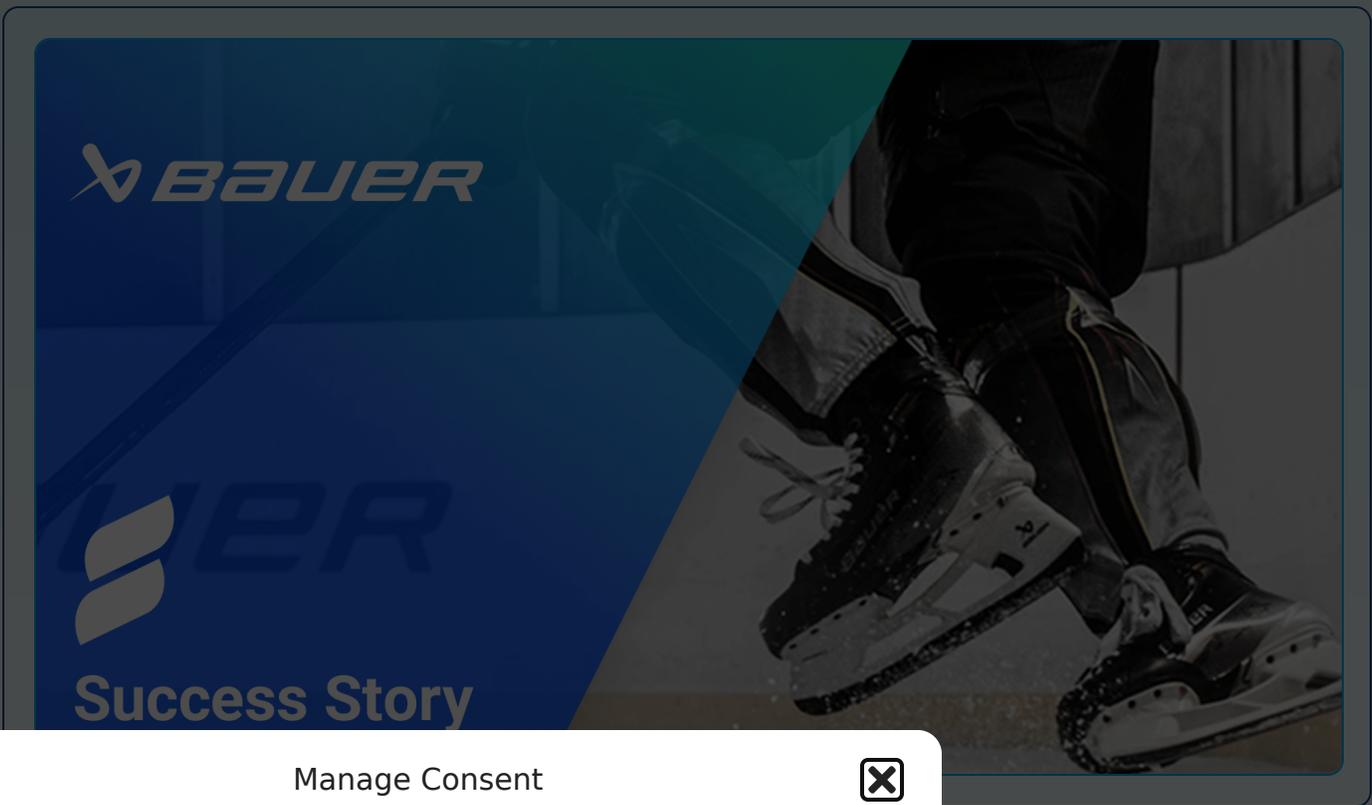
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# Bauer

Storming the Online Arena with a Game Changing Shopping Experience



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2.2x

Higher Conversion Rate From Search

*"It really comes down to the overall online experience. Shoppers expect new, relevant, and engaging experiences every time they visit our site, and Athos Commerce gives us the tools to do just that."*

**Julian Peticca**

Manager, Digital Merchandising, Bauer



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experiences and solutions for inspiring brands and people who love them. Their unparalleled technical expertise, coupled with industry-leading ecommerce platforms, helps retailers drive revenue, build new channels, and envision world-changing ideas.

## The Challenges

As Bauer attempted to modernize their brand, introduce new site features, and build partnerships with new brands; they found themselves beholden to their current ecommerce platform – hindering Bauer’s ability to grow and innovate.

The Bauer team needed a strategic re-platform, shifting to a cost-effective, simpler tech stack that allowed for agility and growth.

During this time, Bauer also saw an opportunity to improve the online experience with a more powerful site search, as well as advanced merchandising and personalization tools.

The solution needed to not only enhance the native offering of their new Shopify Plus site but also allow for flexibility and control in the buyer journey.

## The Solutions

In Q4 2022, Bauer stormed the online arena with its continued commitment to innovation: a [strategic redesign & re-platform](#) from Salesforce Commerce Cloud to Shopify Plus. Bauer teamed up with [CQL](#) to lead the platform migration, Shopify Plus design and build, third-

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and Athos Commerce for its migration to Shopify Plus. Having worked with Bauer on several other sites, CQL knew Athos Commerce would be a great fit. “We have a long history of working with Bauer on product points with product

to control the entire product catalog. We implemented the new product access manager at CQL. “They

back again and again.”

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With boost rules, Bauer’s merchandising team saves significant time by automatically influencing product arrangement on collection pages – ensuring that shoppers always see the newest and most popular items every time they visit the site. Tailored product suggestions are also placed strategically throughout the site, offering hyper-relevant and [personalized recommendations](#) for customers based on previous shopping behaviors.

## The Results

A strategic redesign and move to Shopify Plus with CQL, coupled with the implementation of Athos Commerce, proved to be a winning combination for Bauer.

“It really comes down to the overall online experience”, says Julian Peticca, Manager, Digital Merchandising at Bauer. “Shoppers expect new, relevant, and engaging experiences every time they visit our site, and Athos Commerce gives us the tools to do just that.”

Within the first 4 months of leveraging Athos Commerce, Bauer’s online store experienced a 2.6x increase in revenue generated by site search. They also found that more shoppers were using site search, with orders attributed to search 2.9x higher than before Athos Commerce.

Conversion rates from shoppers using search have also been lifted 2.2x higher than those not using search.

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## Industry

Sport & Outdoors

## Platform

Shopify Plus

## Solutions

Category Merchandising

Personalization

Search & Autocomplete

## Digital Agency:

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