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BaxterBoo

With Athos Commerce, BaxterBoo is able to control the online experience, helping shoppers throughout every step of the buying journey.
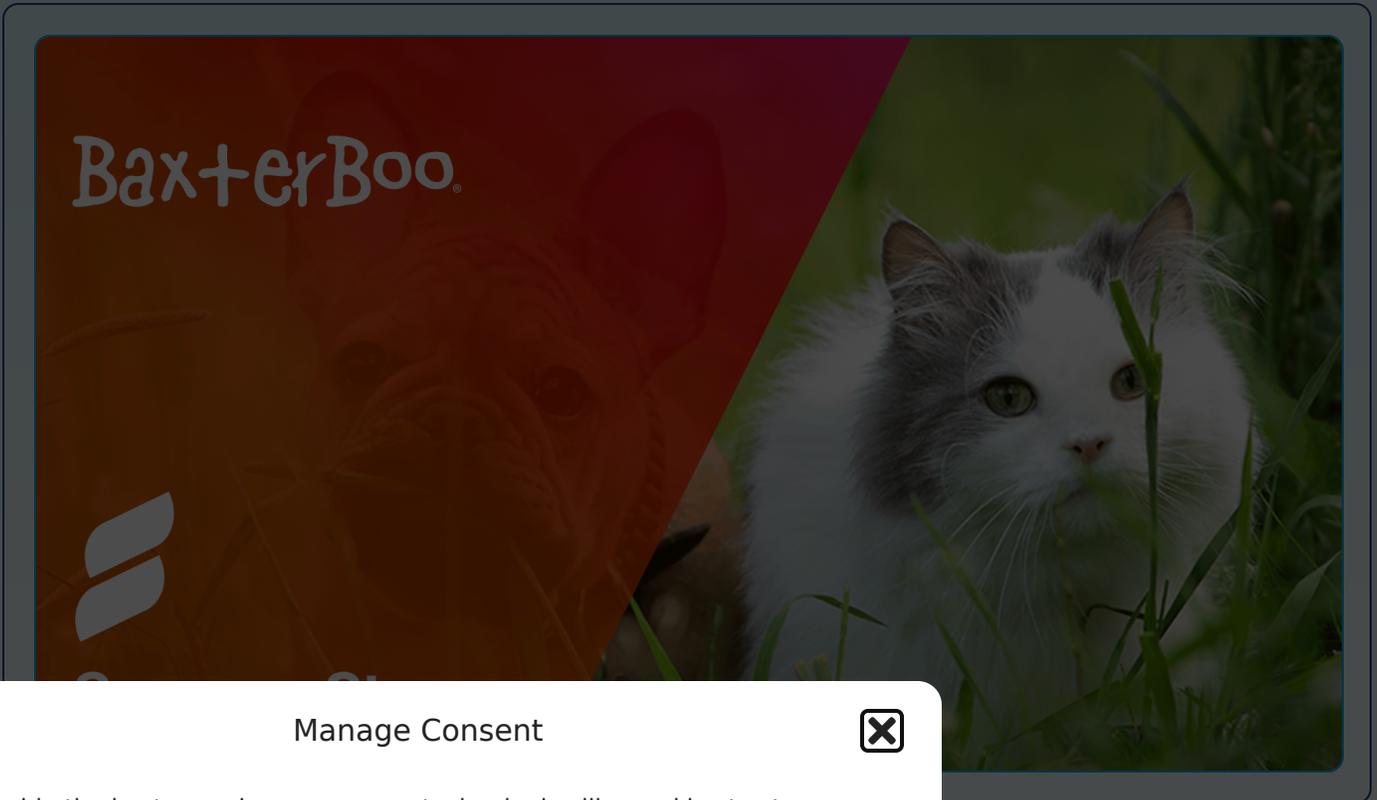
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18%

Of Shoppers Used Site Search

"Athos Commerce ensures that when BaxterBoo's shoppers are looking for a specific product, they always receive hyper-relevant results leading to a 2X higher conversion rate than the cross-industry averages we typically see."

Tyler Benjamin
Customer Success Manager, Team Lead,
Athos Commerce

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The Brand

BaxterBoo is a one-stop online shop for pet parents. They provide a wide variety of products from small boutique brands to some of the world's largest pet brands. With an eye on organic, sustainable, and earth-friendly products, BaxterBoo strives to make sure your pet is happy and healthy.

Their team personally inspects every item and only stocks products that they would give to their own four-legged friends. They take pride in ensuring customer satisfaction while providing an engaging online when it comes to your pet's needs.

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The Partner

Thousands of the world's leading brands and retailers trust Bazaarvoice's technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates.

Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey. Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, and Australia.

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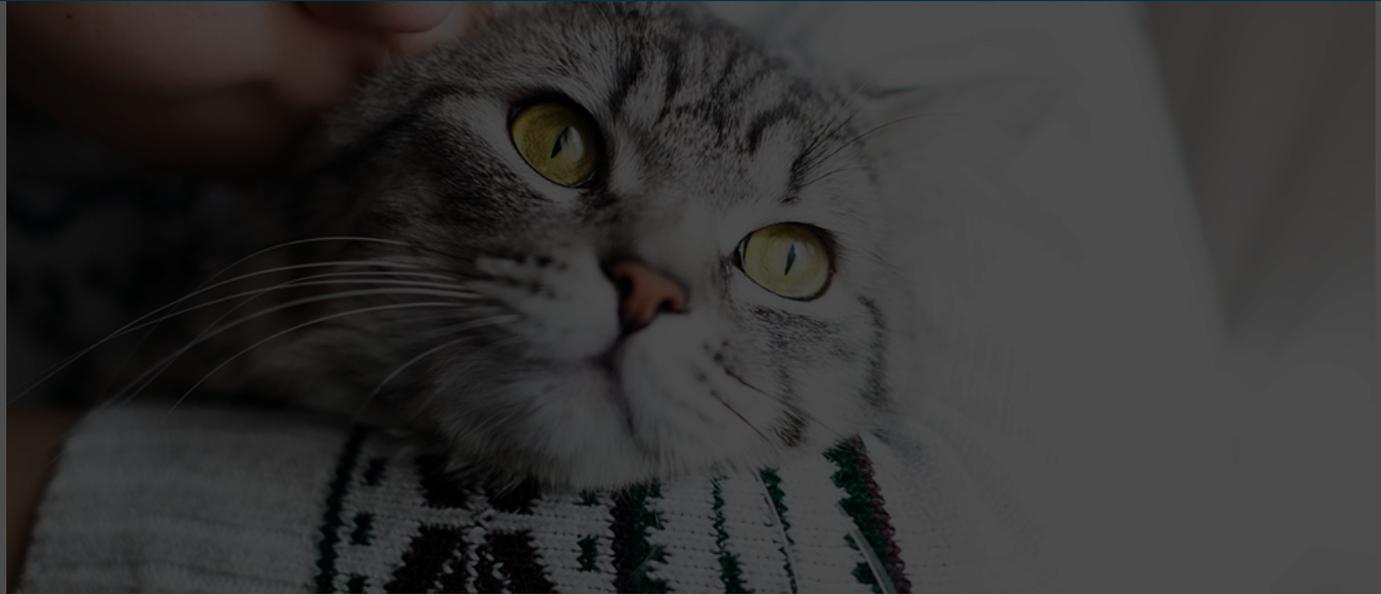
The Challenges

With BaxterBoo's wide variety of pet brands and products, product discovery proved to be a challenge for online shoppers. If a shopper arrived on the site without a specific pet brand or product name in mind, it was a struggle to narrow down their search results.

This experience worked against their mission to ensure customer satisfaction and a great online experience. And while shoppers had to scroll through countless pages of search results, their internal team faced a similar manual process.

BaxterBoo's native platform failed to offer the merchandising control they desired. Arranging ~~products to customers~~ ...extremely time-consuming

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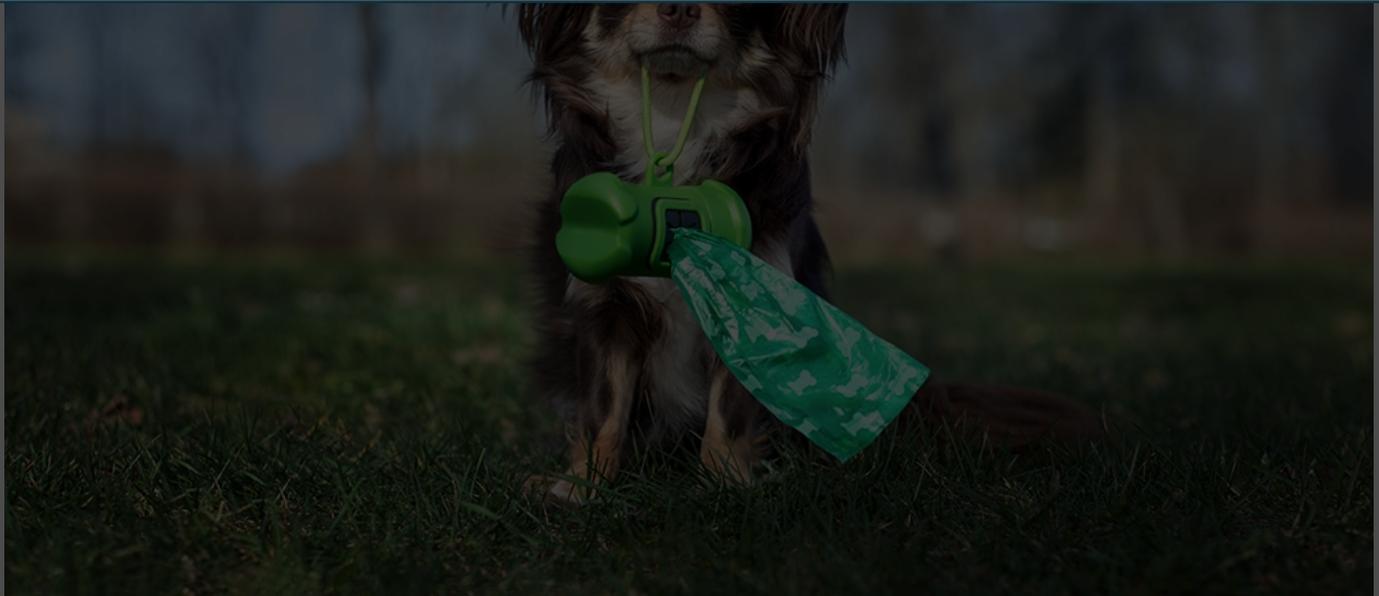
The Solutions

In 2021, BaxterBoo knew it was time to improve its site search experience and navigation. They partnered with Athos Commerce for its out-of-the-box search functionality and advanced merchandising capabilities.

With Athos Commerce, BaxterBoo implemented synonyms to ensure that shoppers not only found relevant products but the same set of items whether they searched for 'apparel' or 'clothes'. BaxterBoo also leveraged Athos Commerce's custom sort and filter options to speed up product findability. Filters like "breed size", "flavor", and "ingredients" provided better navigation through their large selection of products – guiding shoppers directly to what they're looking for.

terBoo team gained total
ols allowed them to prepare
ecific dates and times. When
ently running a sale for

BaxterBoo also leveraged the
gave shoppers the ability to
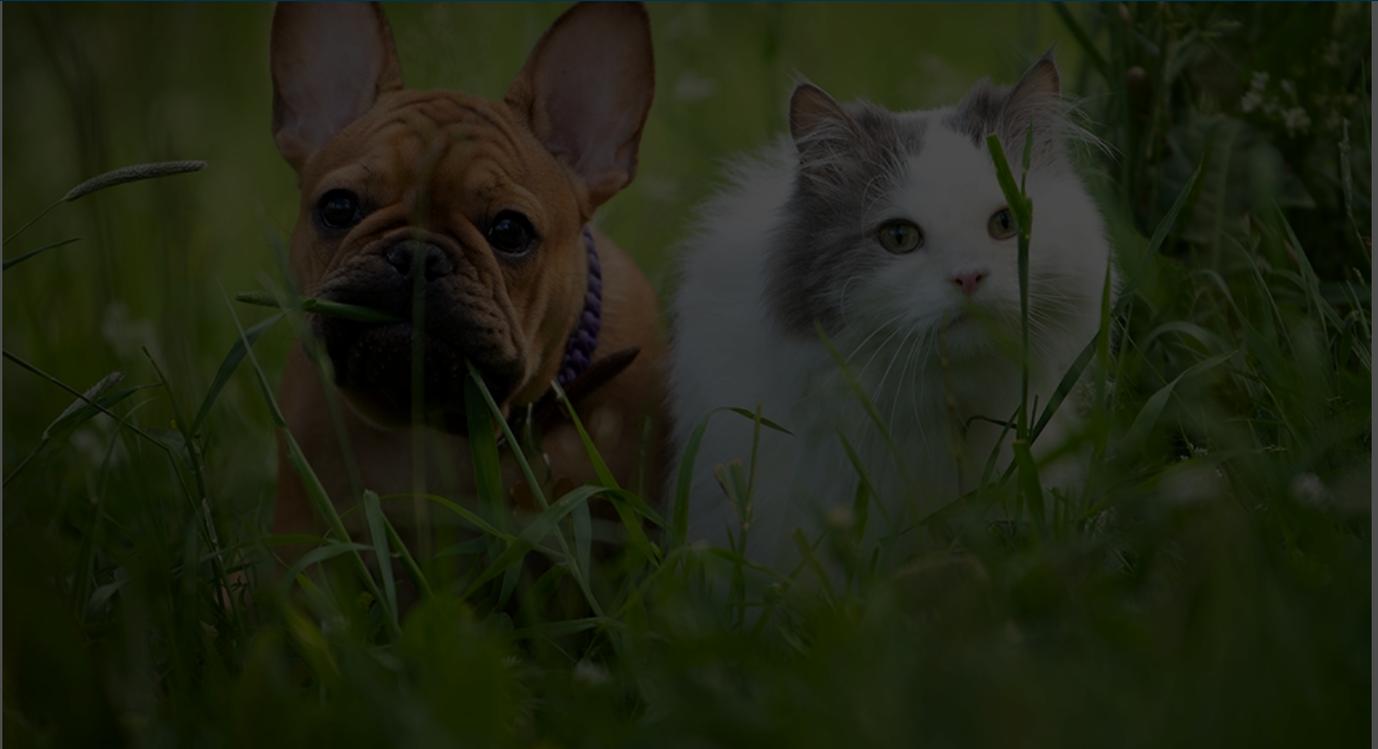led shoppers to filter

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The Results

"Over the last year, BaxterBoo saw that 18% of their shoppers were using search. And, that 18% of shoppers contributed to 44% of their overall revenue captured on the site", says Tyler Benjamin, Customer Success Manager, Team Lead at Athos Commerce. "This means that when shoppers were looking for a specific product, Athos Commerce was yielding hyper-relevant results that led shoppers to convert at a rate 2X higher than the cross-industry averages we typically see."

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