



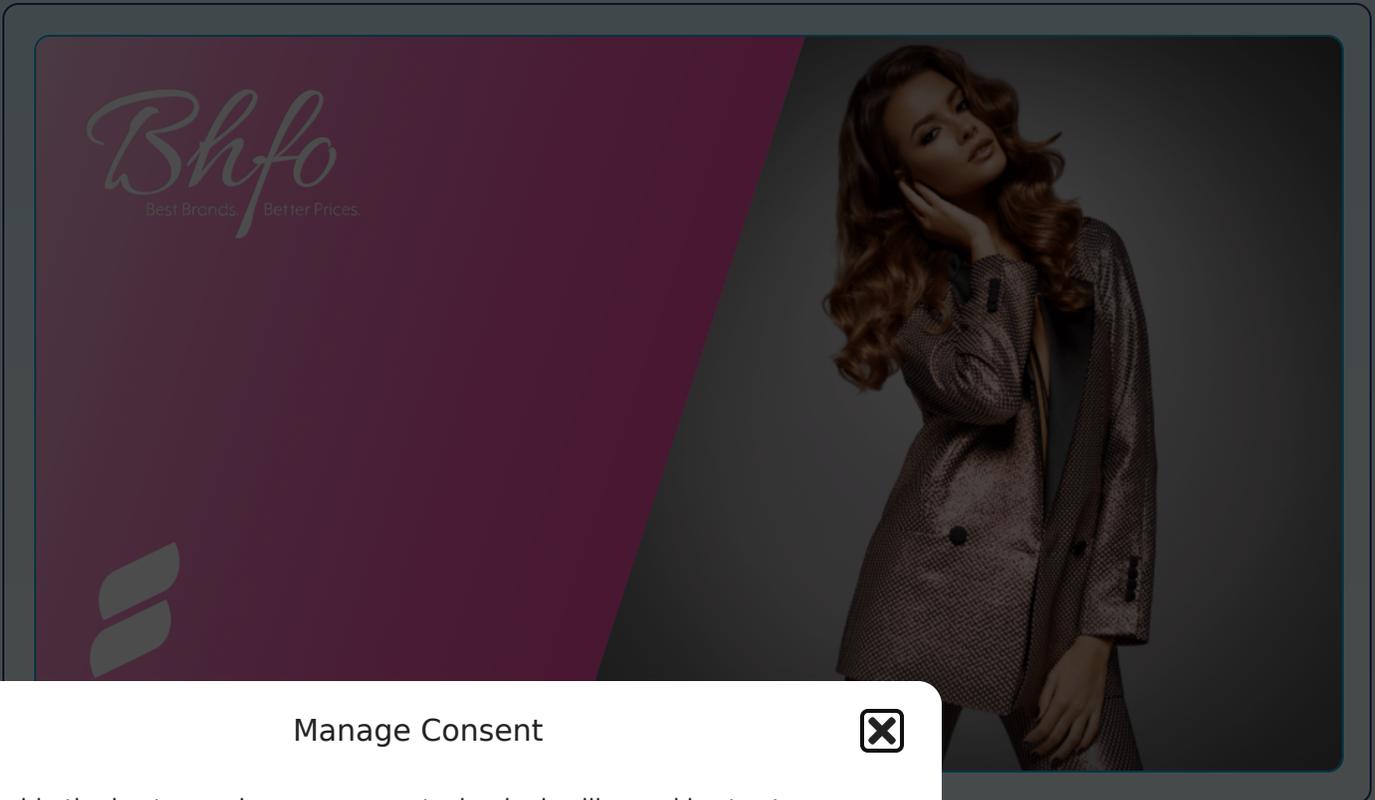
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# BHFO

BHFO wanted a partner that could implement the functionality they needed. They determined that Athos Commerce is the best in the market.



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# 7.6x

Shopper Value With Search

# 6.4x

More Likely to Purchase With Search

*"When choosing Athos Commerce our priority was to get the customers to convert faster, at a better rate, and with a higher cart value. We needed the ability to accommodate their powerful, high-intent searches with merchandising campaigns that support our business goals. We didn't just want another search partner, we wanted a partner that could implement the specific functionality we were looking for to meet our business requirement and Athos Commerce was, and still is, the best on the market."*

**Sofia Giussani**

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Best Brands. Better Prices.

*Bhfo*  
Best Brands. Better Prices.



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Today, BHFO is one of the largest designer-brand outlets in the world, but the brand has

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After receiving almost 3-million positive feedback, Jon and Stacie put their business backgrounds to work and built their vision based on their passion for helping people. Their entrepreneurial spirit helped guide them in their journey to create one of the most successful and trusted names in discounted clothing, shoes, and accessories.

BHFO works directly with some of the largest brands and retailers in the world to bring shoppers name brands that are famous for their quality and style. Partnering with these well-known brands meant rapid growth for the online retailer. Over the last 20 years they have gone from their basement, to various office spaces, until finally calling a 240,000 square foot facility in Cedar Rapids *home*.

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We have a huge catalogue, therefore it is paramount for us to help customers find what they are looking for, not only with the use of the search bar, but also with granular filters, and Searchspring offers both.

– Sofia Giussani,  
Director of Digital Marketing, BHFO

## The Challenges

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many items, the  
as overwhelming for  
olution that would streamline  
shoppers quickly. They  
over their site by providing  
unicate with shoppers across

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We found incredible success a/b testing merchandising pages. Last year we tested three different layouts for a couple of months and then optimized our strategy based upon data. We launched the winning options before the holidays and our conversion rate increased dramatically.

– Sofia Giussani,  
Director of Digital Marketing, BHFO

## The Solutions

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and multiple tools or plugins to be included in one package. In Athos Commerce gives BHFO the ability to run merchandising campaigns, set

even decisions, which not only improves communication across the site but also allows us to convert more based on what we know about our users. Not only does it give us the ability to track, but it also allows us to

ask them to take into account what customers want", said Giussani.



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**Without our Customer Success Manager's input and assistance, we would not be able to optimize and use Searchspring as we do. Colleen is basically an extension of our team and does everything she can to help us reach our business and sales goals.**

- Sofia Giussani,  
Director of Digital Marketing, BHFO

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likely to make a purchase  
likely to spend more, with  
making them 7.6 times more

rechandising to a whole new  
level without the need for additional resources. They are now doing more than ever before

rules, recommend products, and communicate with shoppers across their site. Giussani notes that BHFO uses global merchandising rules to promote products based on a number of



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implement through Athos Commerce."

They have also successfully minimized zero-results searches by [setting up synonyms](#) and strategizing with their Customer Support Manager. For example, BHFO doesn't have rights to sell a specific shoe brand online, but they receive a significant number of searches for it. With a little bit of teamwork and creative thinking between BFHO and Athos Commerce, they set up a merchandising campaign to showcase alternative, but similar, items to the product originally searched for. This has kept shoppers from bouncing and engaged on their site, leading to higher conversion rates.

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## Industry



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## Platform

Shopify Plus

## Solutions

Category Merchandising

Personalization

Search & Autocomplete

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