athos commerce

Get a demo

Blue Sky Environments Interior Decor Case Study

Elevate luxury ecommerce with personalized search, filtering, and merchandising—how BSEID boosted revenue and refined shopper experience.
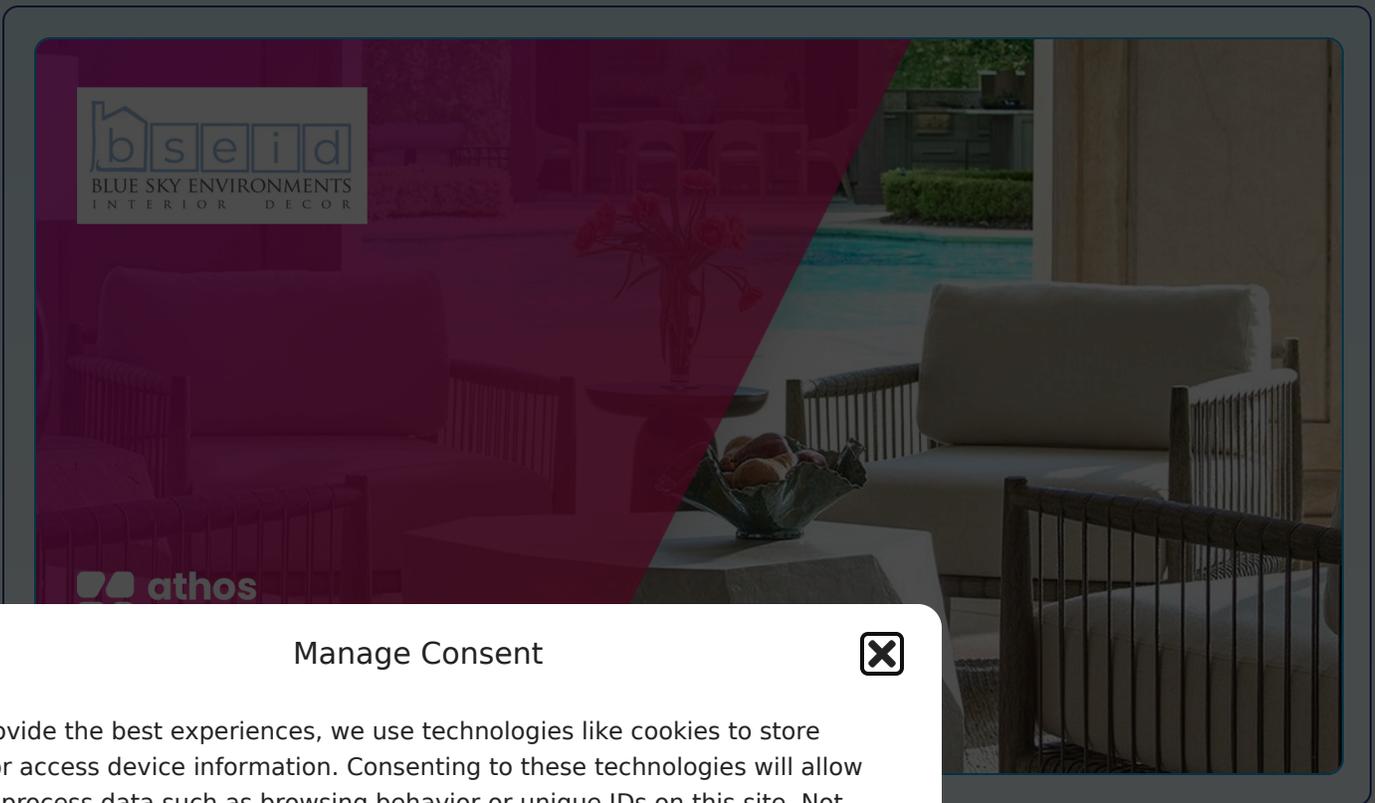
Manage Consent ✕

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Accept

Deny

View preferences

Cookie Policy   Privacy Policy   Impressum

athos commerce

Get a demo

25%

of revenue driven by site search

Luxury home furnishings brand Blue Sky Environments Interior Decor (BSEID) set out to deliver a shopping experience as refined as its product catalog. By implementing Athos Commerce's Searchspring solution, they saw firsthand how streamlined search, intuitive merchandising, and personalized recommendations could elevate the shopping experience and boost revenue.

The Brand

BSEID is a family-owned business with a 25-year legacy rooted in interior design. What began as a boutique design firm and showroom has grown into a thriving ecommerce destination. Known for its curated collection of high-end furniture and decor, the brand blends modern and timeless aesthetics and serves discerning shoppers nationwide with a personalized touch.

athos
commerce

Get a demo

The Challenge

After migrating to Shopify Plus, BSEID needed more advanced search and merchandising capabilities than what came native with the platform. As competitors began leveling up their digital storefronts, BSEID recognized that basic site search alone wouldn't be enough to help shoppers quickly discover the most relevant products—let alone convert. The team needed a way to offer intuitive, data-driven, personalized product discovery while maintaining a premium brand experience.

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

The Solution

BSEID implemented Athos Commerce's Searchspring solution to elevate search, filtering, and personalized merchandising across its Shopify Plus storefront.

Personalized product recommendations quickly stood out as a high-performing feature. These dynamic suggestions guided shoppers to relevant products they may not have found otherwise and resulted in a noticeable increase in engagement and revenue.

"

and easy to tweak
xtension of our

Manage Consent   ✕

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

Get a demo

- **Merchandising tools:** Inline banners, boost rules, and campaign-specific customizations made it easy to surface seasonal collections and bestsellers.
- **Analytics and reporting:** A user-friendly dashboard empowered the team to track performance and explore new opportunities, even without a full-time analyst.

The intuitive platform and hands-on support enabled BSEID's small team to execute a big vision.

> Our account manager Elise was fantastic. Having monthly check-ins made a big difference for a small team like ours.
>
> **Erin Harrington**
> Ecommerce Manager at BSEID

athos
commerce

Get a demo

The Results

With the help of Athos Commerce's Searchspring solution, BSEID saw a marked improvement in shopper engagement and conversion across key areas of the site.

Search emerged as a standout driver of performance. Over the past year, shoppers who used site search converted at a rate of 4%, nearly seven times higher than the 0.6% conversion rate of those who did not—accounting for 25% of BSEID's total revenue during that period.

Together, personalized recommendations, optimized filtering, and campaign-specific merchandising helped drive meaningful revenue gains—especially across high-margin, ~~~~~~~~~~~~~~ y create high-touch ~~~~~~~~~~ ected the sophistication of its

ility. The tools
e for our

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos commerce

Get a demo

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.

Share on social

Want to keep tabs on us?

Sign up to get a variety of resources filled with ecommerce best practices straight to your inbox.

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Shopify Plus

athos
commerce

Get a demo

Personalization   Search & Autocomplete

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum