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David Jones Case Study

David Jones reactivated over 60% of SKUs by removing restrictive filters and resolving disapprovals. Leveraged Experiments to optimize titles and attributes, driving a 66% performance uplift in just 30 days.
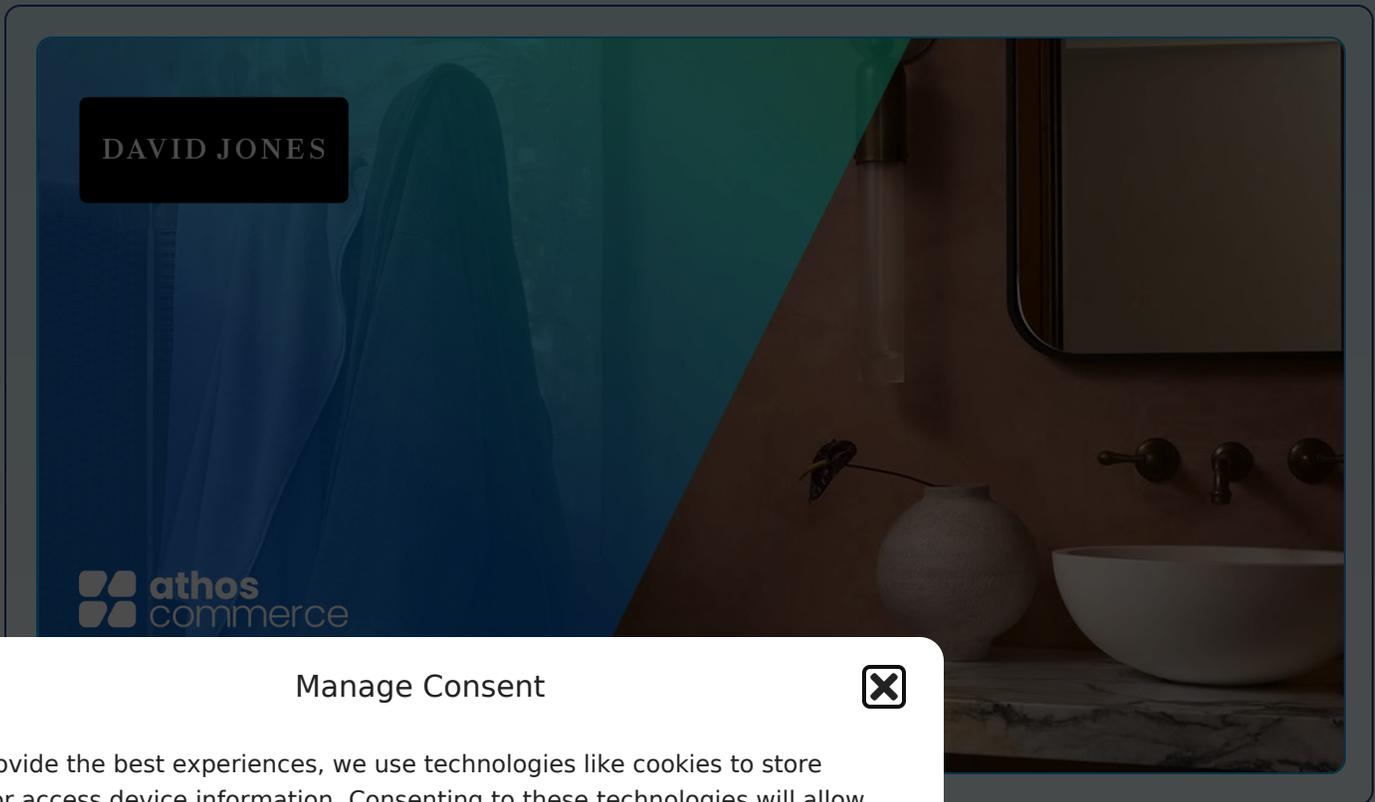
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Established in 1838, David Jones is Australia's oldest and most iconic department store, offering a premium selection of local and international brands across fashion, beauty, home, and more. With 39 stores nationwide and a robust ecommerce presence, David Jones delivers seamless, high-quality shopping experiences both in-store and online.

Managing such a complex ecommerce ecosystem requires a stable platform that blends a combination of technology, streamlined processes, and strong cross-functional collaboration to maintain efficiency and deliver a seamless customer experience. Until recently, that foundation was missing.

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The Challenges

David Jones faced a range of challenges that were holding back their online performance—from limited SKU visibility and excessive filter use to a high volume of disapprovals in ~~~~~~~~~~~~~~~~~~~~~~~w, clunky, and overly ~~~~~~~~~~~~~~~~~~~~~~~ogle ecosystem. With only ~~~~~~~~~~~~~~~~~~~~~am was stuck relying on ~~~~~~~~~~~~~~~ossible.
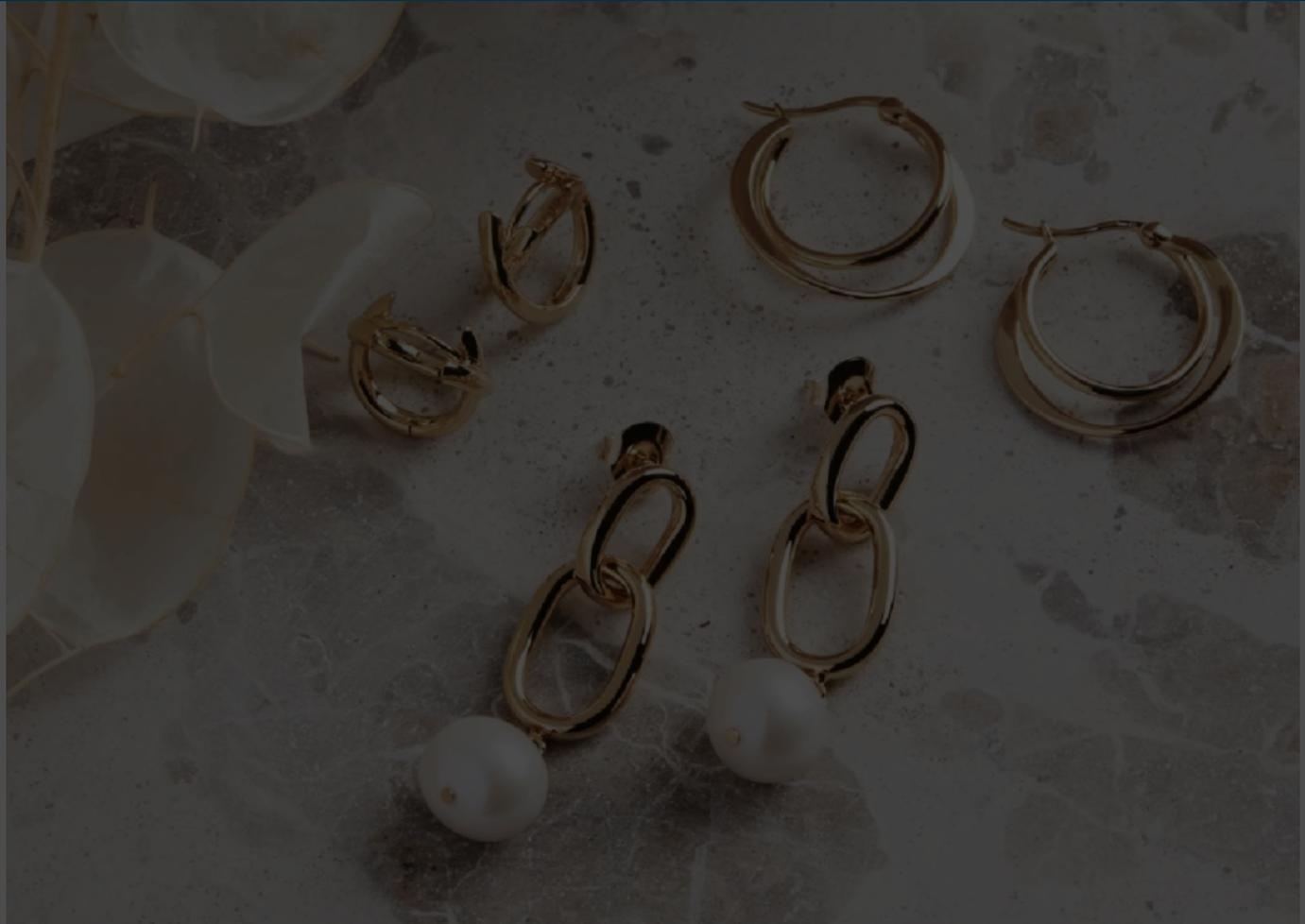
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The Solution

David Jones partnered with Athos Commerce to unlock the full potential of their product feeds and significantly elevate campaign performance with Intelligent Reach solutions. By

r, over 60% of SKUs were
nities. This optimisation led to
op in Google Merchant
rship also freed up valuable
ng them to focus on strategic

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partnership with Athos Commerce is easily one of the most intuitive
and supportive vendor relationships we've experienced

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Head of Digital Experience & Operations, David Jones
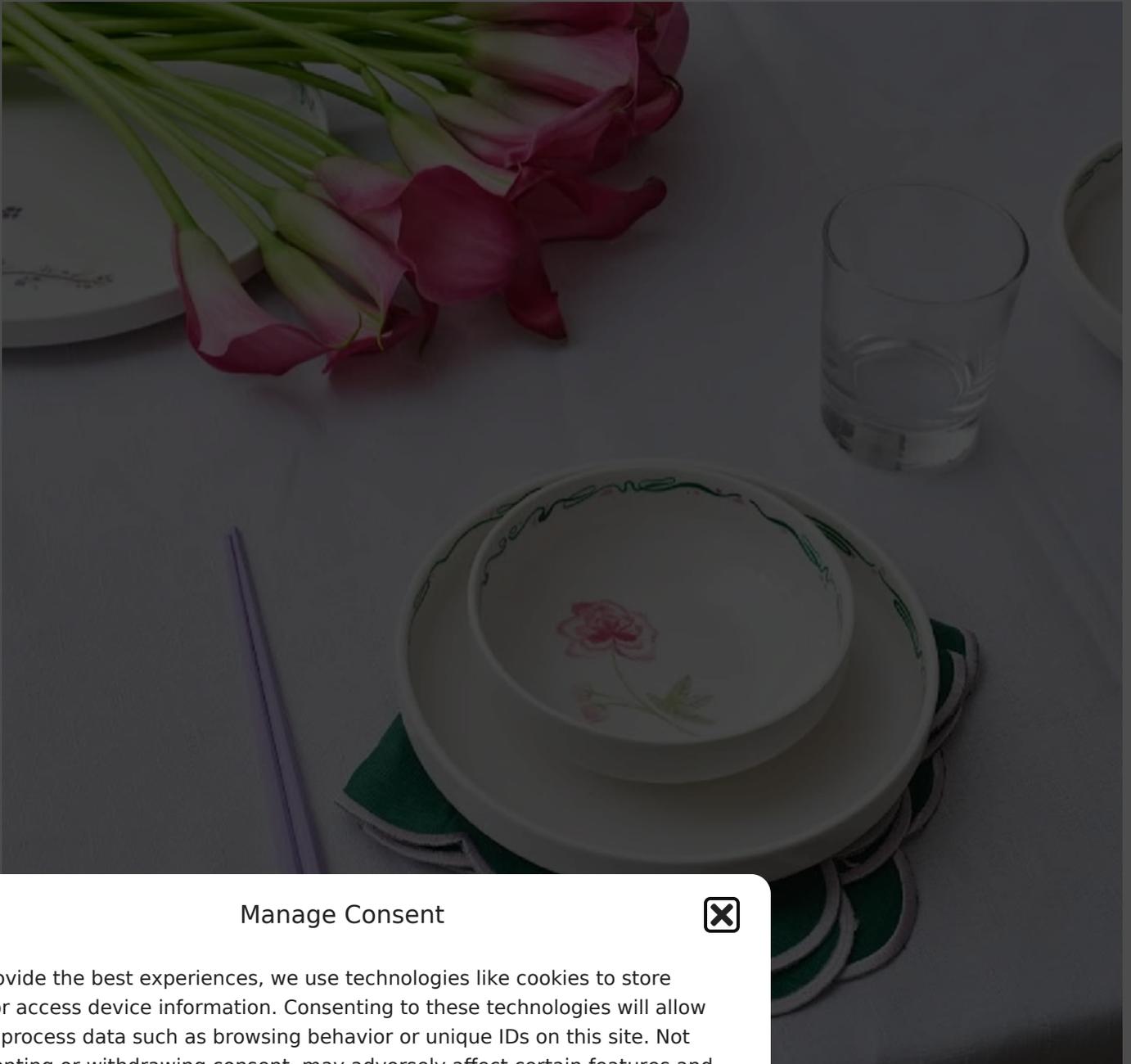
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ong with key Intelligent
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like Meta, TikTok, Pinterest, and Impact, without needing to rely on internal resources. By tailoring and optimizing product data for each channel's unique requirements and audience behaviors, David Jones was able to drive more consistent performance and relevance across the funnel. The flexibility and speed of feed deployment empowered their team to test, adapt, and grow their omnichannel presence with ease.

⬡Experiments: The Experiments module enabled David Jones to test and validate changes to product titles, descriptions, and attributes in a controlled and data-driven way. This experimentation capability allowed the team to identify what resonates best with customers across Google Shopping and other paid media platforms. For example, testing keyword-rich product titles helped improve visibility for high-intent search queries, while refining attributes like color or category boosted relevance and click-through rates.

By continuously optimizing based on real-time performance insights, David Jones has improved ad efficiency, increased product discoverability, and ultimately strengthened their overall ecommerce presence.

Below are results of a 30-day experiment that was carried out in April.

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allowing for regular product type optimization without impacting campaign structure.

ecosystem. The lack of custom tags was also a major limitation, requiring significant investment and technical processes to overcome.

▢Local Support and Issue Handling: The Intelligent Reach platform offers a user-friendly dashboard backed by exceptional local support, delivering faster response times than David Jones' previous provider. Regular newsletters and updates keep them informed about new features and platform improvements. Since onboarding 12 months ago with Athos Commerce, the experience has been overwhelmingly positive, with just one instance of a pricing mismatch. The Athos Commerce team monitors the feeds daily and proactively resolves issues before they can impact performance.

▢Collaboration and Positive Relationships: The integration with Athos Commerce fostered collaboration between all parties (The David Jones team, Resolution Agency, and Athos Commerce), resulting in improved communication, optimization strategies, and experimentation with upcoming campaigns.

> "
>
> To have two partners collaborate freely with an overarching goal means we can take a step back. We've never had the dedication from Athos Commerce with other partners — never had this level of dedication from anyone else.
>
> **Gazal Arora**
> Senior Advertising & Performance Media Manager, David Jones

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lution worked together to sing on improved feed I spend (ROAS) of 23x.

nes saw a return of $23 in I targeted product discovery

revenue. Despite nearly doubling spend, ROAS improved by 6%, reflecting more efficient and effective campaign execution.

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revenue growth without compromising ROAS. This empowered David Jones to scale investment confidently while maintaining efficiency.

The success of the campaign underscores the value of clean, optimized product data, combined with a strong campaign strategy and smart technology enablement.

"

Shopping ads have been a central focus for the David Jones account in FY25, and they will play an even more critical role in FY26, especially with increased investment and ambitious revenue targets.

Through our collaboration with Athos Commerce, we have conducted essential A/B testing during key seasonal events, such as the mid-season sale, after payday sales, and Mother's Day. These initiatives have not only driven stronger performance but also provided valuable insights that will guide our strategies for critical periods in FY26—including Black Friday and Cyber Monday (BFCM)—which are vital for achieving our aggressive revenue goals.

We look forward to strengthening our partnership as we move into FY26, leveraging their expertise to optimize our product feed and successfully achieve our business outcomes.

innovation. Plans include reliable API-based

store.

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these future-focused enhancements, David Jones is set to take their ecommerce experience to the next level.

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.

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Solutions

Product Feed

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