



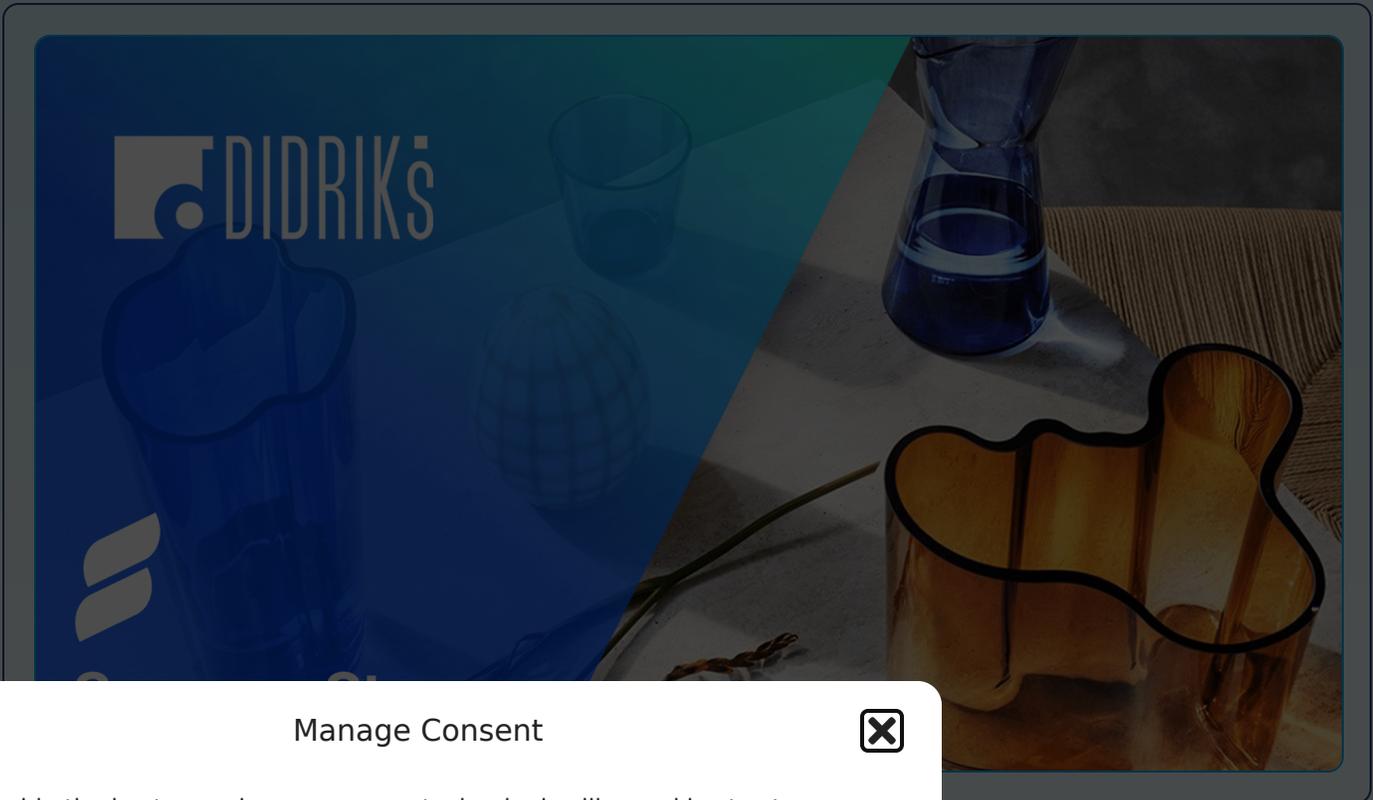
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Didriks

Discover how Didriks boosted online revenue and conversions with a more powerful search, merchandising, and personalization solution.



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5.00%

6.8x

higher revenue per visit from search

6.3%

conversion rate from cross-sell recommendations

"Having the ability to deliver relevant products and personalized suggestions is a big step up for our shopping experience. We also love the control that Athos Commerce gives our merchandising team."

Mary-Clare Booth

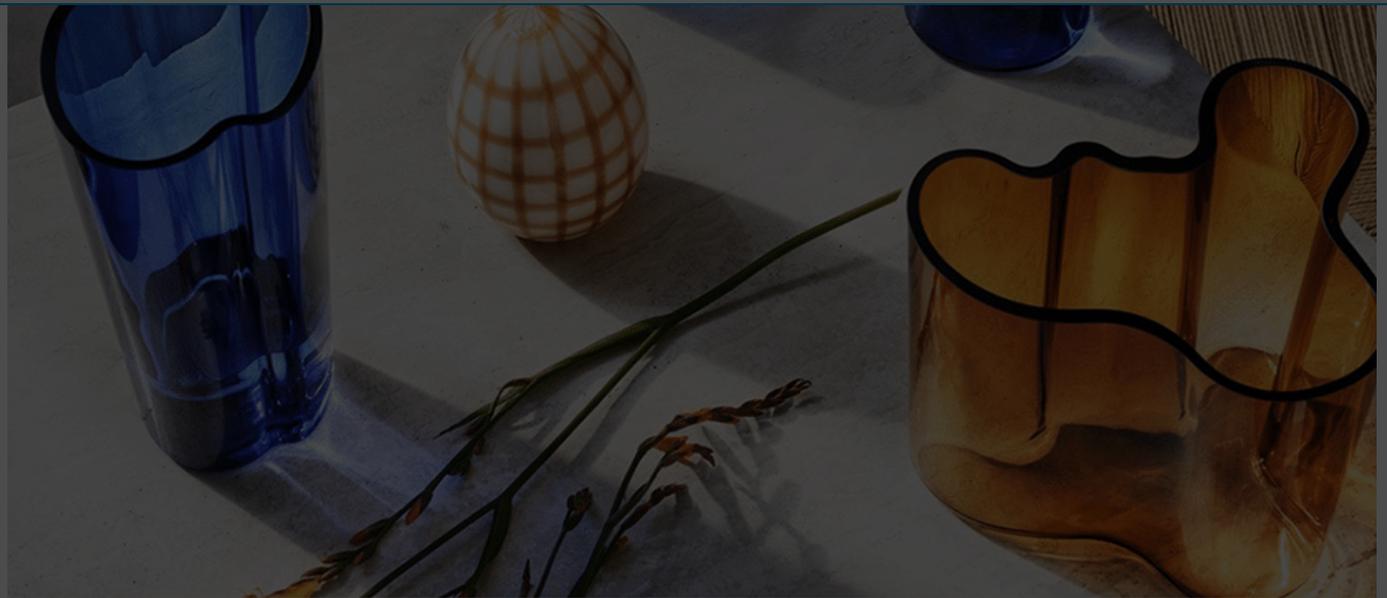
Ecommerce Lead, Didriks

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The Brand

Didriks is an independent locally owned homewares store with a focus on quality, design, and function. With two brick-and-mortar locations in Massachusetts, as well as an online storefront, Didriks offers a wide variety of products for the home – including outdoor furniture, linens, kitchen essentials, home decor, and more.

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The Partner

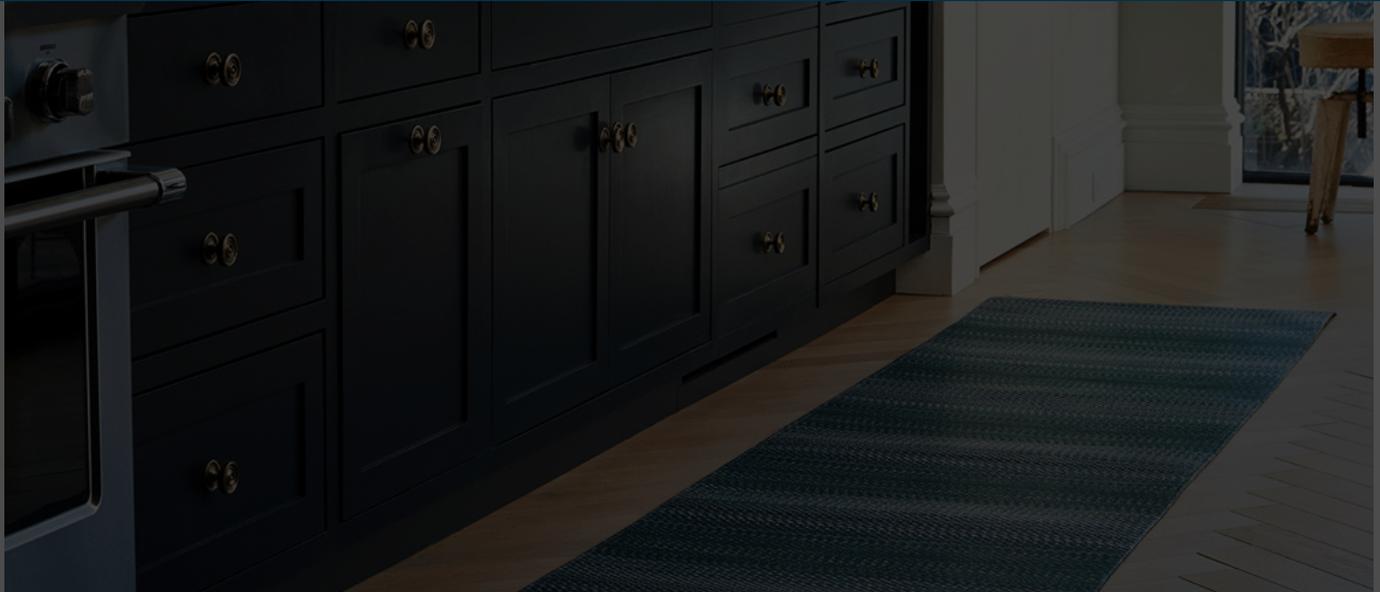
Tavano Team is an [award-winning, fast-growing ecommerce agency](#) focused on building amazing shopping experiences that drive growth for ecommerce merchants on NetSuite, Shopify, and BigCommerce.

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The Challenges

Didriks struggled with the native search functionality offered on NetSuite. Their vast product catalog, ranging from outdoor furniture to bakeware and bedding, left the product discovery journey cumbersome and clunky. They also lacked a way to offer relevant recommendations and suggest similar searches to shoppers from the site's search bar.

Arranging products on-site also proved to be incredibly time consuming for Didriks' merchandising team. Finding a way to streamline processes and alleviate internal workflows with automation was a top priority for the retailer.

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of SuiteCommerce Advanced, experience, making it more



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The Solutions

After a recommendation from their agency partner, Tavano Team, Didriks partnered with Athos Commerce for a more powerful search, merchandising, and personalization solution.

"Athos Commerce has always been a fantastic partner to work with," says Fran Galperin, Project Management Officer at Tavano Team. "Their solutions enhance the online shopping experience far beyond what native ecommerce platforms can provide to merchants and their shoppers."

With Athos Commerce implemented, Didriks has taken their merchandising efforts to a new

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The Results

Since implementing Athos Commerce, Didriks has experienced an outstanding increase to the total number of online orders and revenue driven from on-site search activity. They also found that more shoppers were using search, leading to a lift in conversion rates and average order value.

“Having the ability to deliver relevant products and personalized suggestions is a big step up

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Force Lead, Didriks. “We also team. Before, we were often getting irrelevant search experience with easy automation

site search, making up an using the search bar, Didriks and not use search.



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Digital Agency:



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