



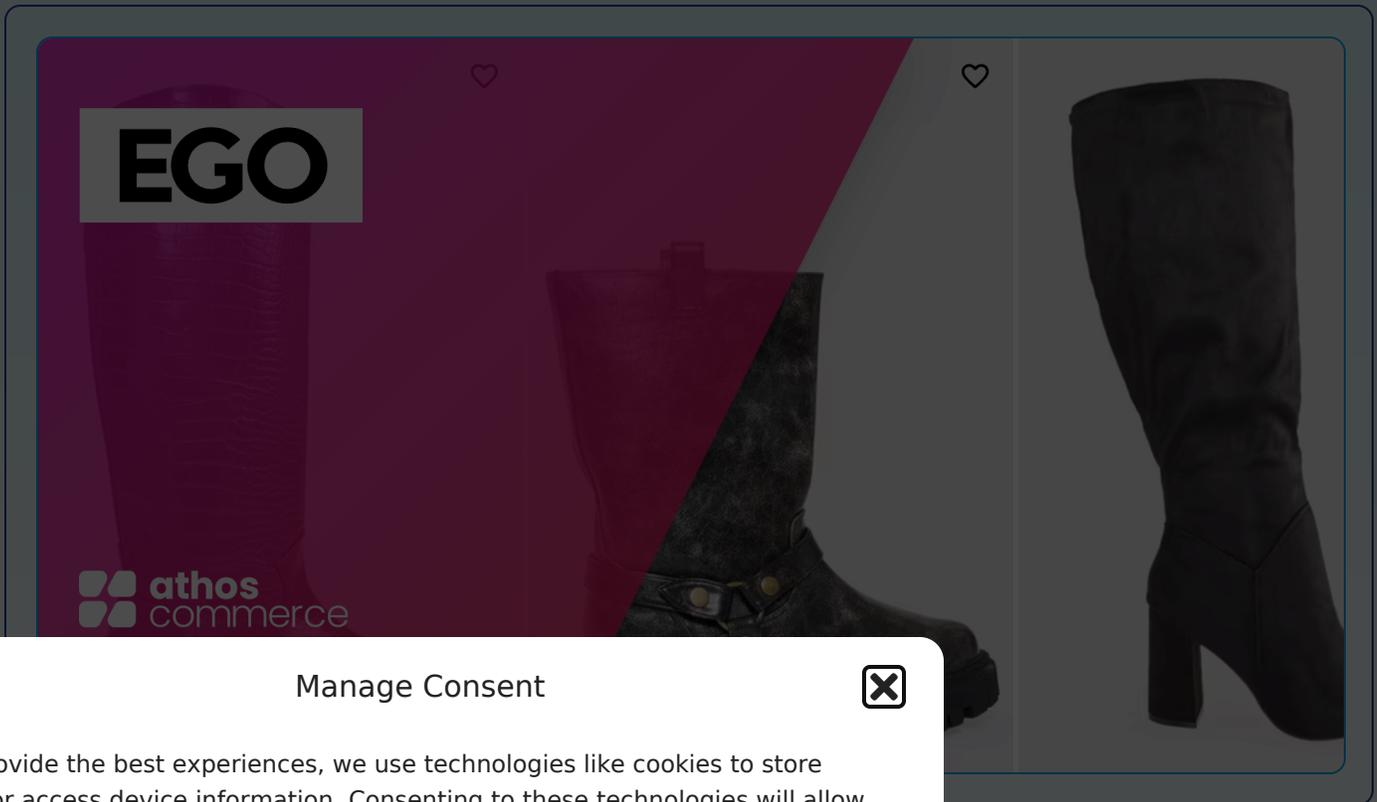
Get a demo



[Home](#) > [Resources](#) > [Case Studies](#) > [EGO Shoes Case Study](#)

EGO Shoes Case Study

EGO Shoes partnered with Athos Commerce to improve product data quality, bidding precision, and visibility across Google Shopping. The result was a major uplift in traffic and revenue.



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](#)



Get a demo

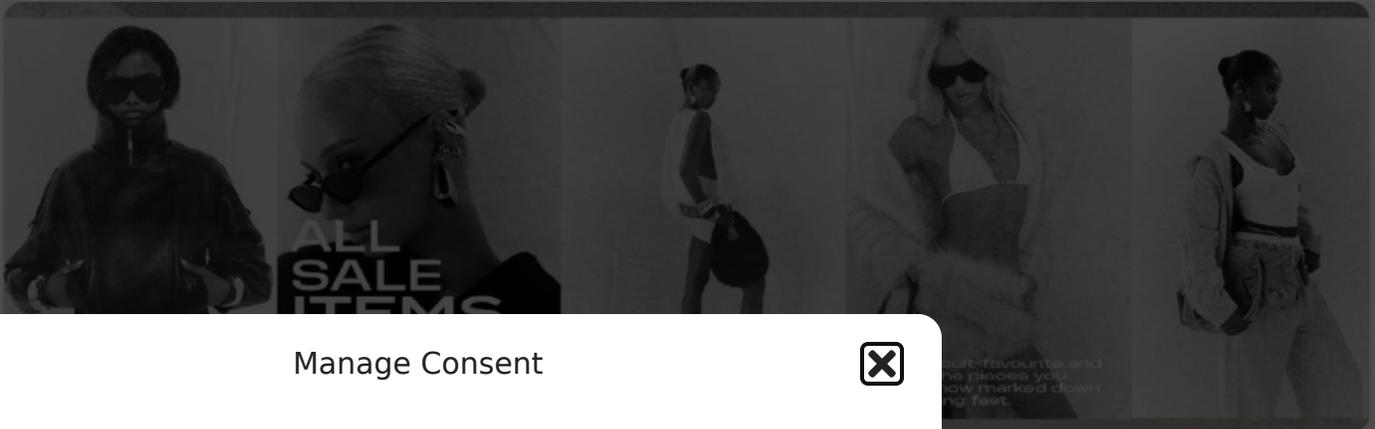


+80%

increase in traffic from Google Shopping

The Brand

EGO Shoes is a UK-based women's footwear brand known for trend-led, bold designs. The brand targets a young, fashion-forward audience and moves quickly to capture new trends. Its focus on digital channels and influencer-led marketing has driven rapid growth both in the UK and internationally.



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.

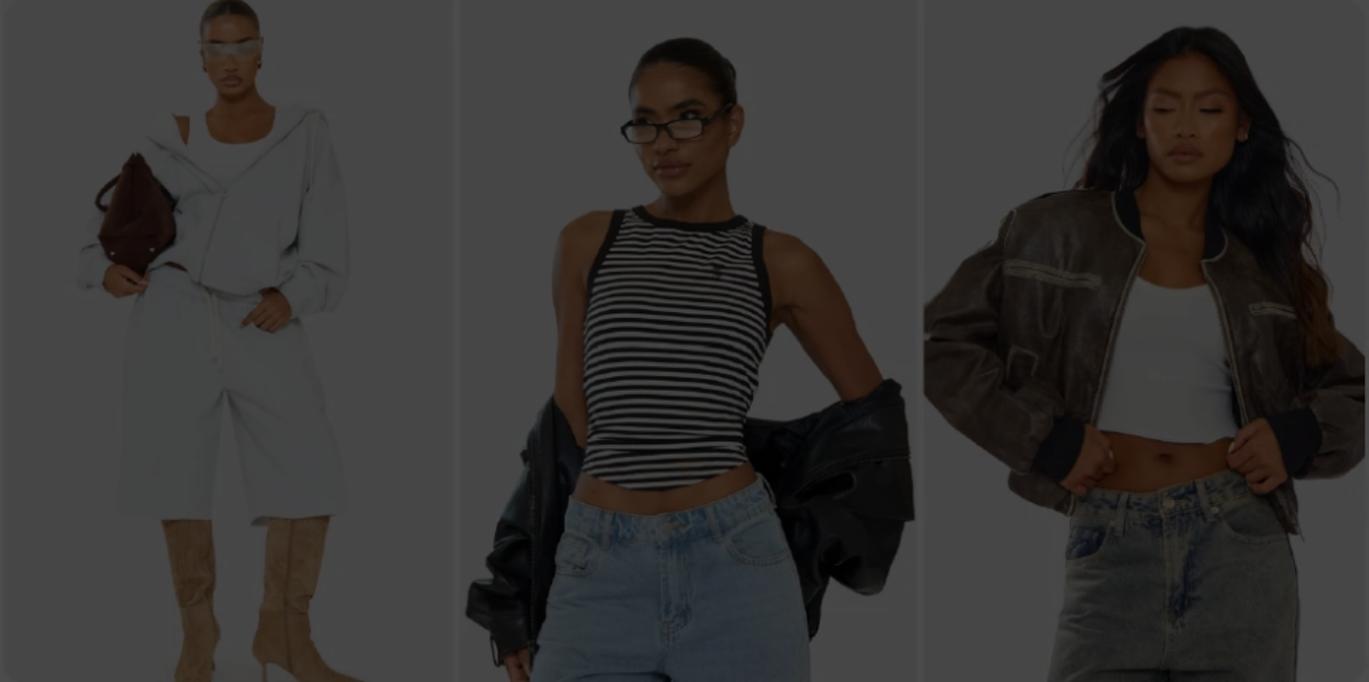
[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

scale Google Shopping

- Difficulty adapting bids and campaigns in response to fast-changing market trends



Get a demo



The Solution

Athos Commerce provided a data optimisation and performance management platform designed to improve feed quality and decision-making.

Key capabilities included:

- Daily product-level performance reporting to identify best-sellers and manage

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](#)

...ning product titles for clarity

...n-performing products and

...optimize results

...uracy, campaign

Now we have the information whenever we want it. The Athos Commerce platform lets us look at each product margin and decide



Get a demo



Managing Director, EGO Shoes

The Results

EGO Shoes achieved strong, measurable performance gains:

- Traffic from Google Shopping increased by approximately 80%
- Revenue from Google Shopping rose by approximately 85%
- The team gained full visibility into product-level performance and could respond quickly to changes in demand and profitability

Athos Commerce helped EGO Shoes move from reactive campaign management to proactive, data-driven optimization.

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.

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](#)

best practices straight



Get a demo



Visit Website

Industry

Fashion & Apparel

Platform

Google Shopping

Solutions

Product Discovery

Product Feed (Data Management)

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



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



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



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



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](#)