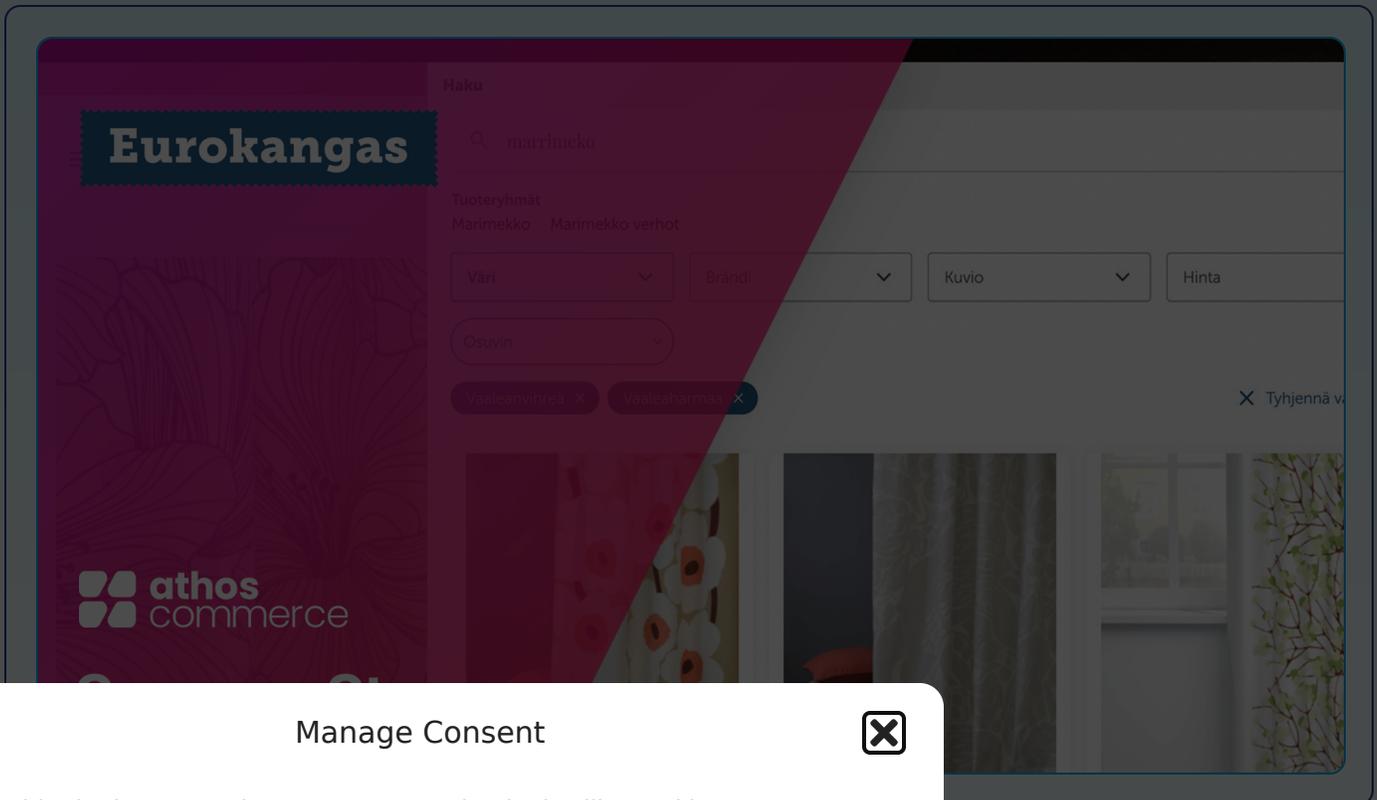


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# Eurokangas Case Study

Eurokangas transforms online merchandising with Athos Commerce's AI-powered Smart Search and Recommendations, boosting mobile conversions by 20% in two weeks.



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## The Brand

Eurokangas is a Finnish textiles company specializing in homewares. Operating for 75 years, the company has 31 brick and mortar stores, alongside an ecommerce platform on which customers can order a wide range of home textiles, such as made-to-measure curtains and blinds.

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improves customer experience and drives sales. Antti Voutilainen, Director of Ecommerce at EuroKangas told us that before Athos was implemented, EuroKangas's merchandising team

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Previously, the only categorization methods available to EuroKangas for merchandising purposes were limited to age or price of a product. Once Athos' Smart Category Merchandising was implemented, however, merchandising was automatically enhanced using data from multiple collection points – including live browser behavior, search history and navigation – without the need to manually merchandise thousands of products within a single category.

EuroKangas enabled Smart Product Recommendations and immediately began experimenting with placement and strategies on product detail page, category pages and search results pages. Athos' Smart Recommendations uses data drawn from a shopper's behavior while on your site – such as search terms and browsing behavior – to guide the products recommended to them.

## The Solution

Using Athos APIs and simple-to-follow documentation, developers are able to build Athos into headless storefronts. EuroKangas capitalized on this by using a headless PWA approach with Magento and a Vue Storefront. The EuroKangas team were able to take full ownership of the customer experience and to create experiences unique to EuroKangas, for example, a growing part of EuroKangas's business is [made-to-measure curtains](#). The company has built a configurator on its website to help customers order bespoke curtains for their homes – a service they're considering rolling out in-store.

The EuroKangas website upholds the highest standards in user experience, especially the persistent search. EuroKangas are using their customer research to influence how they adapt

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The API makes it easy to customize recommendations displayed to the customer – the Eurokangas team can display and test recommendation banners on all main website pages.

### Smart Category Merchandising

Merchandising is automatically enhanced using data from multiple collection points – including live browser behavior, search history and navigation – without the need to manually merchandise large volumes of products within a category.

### The benefits of an API-first, headless, SaaS software

Using Athos APIs and simple-to-follow documentation, developers are able to build Athos into headless storefronts, reducing dependencies on other external tech for the merchant and providing a faster online experience for the customer.

”

Initially, there were some fears that it would simply return all products under a category. But instead, it showed that products we may not have prioritized are more actually important to our customers than we realized. The data we get back from Athos takes away the guesswork, and stops us having to rely on ‘hunches’.

### Antti Voutilainen

Director of Ecommerce at EuroKangas

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cross mobile and

20%

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customers, they have used this to guide much of their approach to serving their online customers. By using Athos they can also learn more about what their online customers want and can ensure their merchandising strategy capitalizes on this. The results speak for themselves: within two weeks conversion rates on mobile increased by 20% and CTR's had almost tripled.

- 20% increase in mobile conversion rates
- Doubled CTR in two weeks with the Athos Product Discovery Suite
- Improved site performance has positively impacted Google Core Web Vitals

*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.*

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best practices straight



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## Industry

Furniture & Home Decor

## Platform

Magento

## Solutions

Category Merchandising

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