



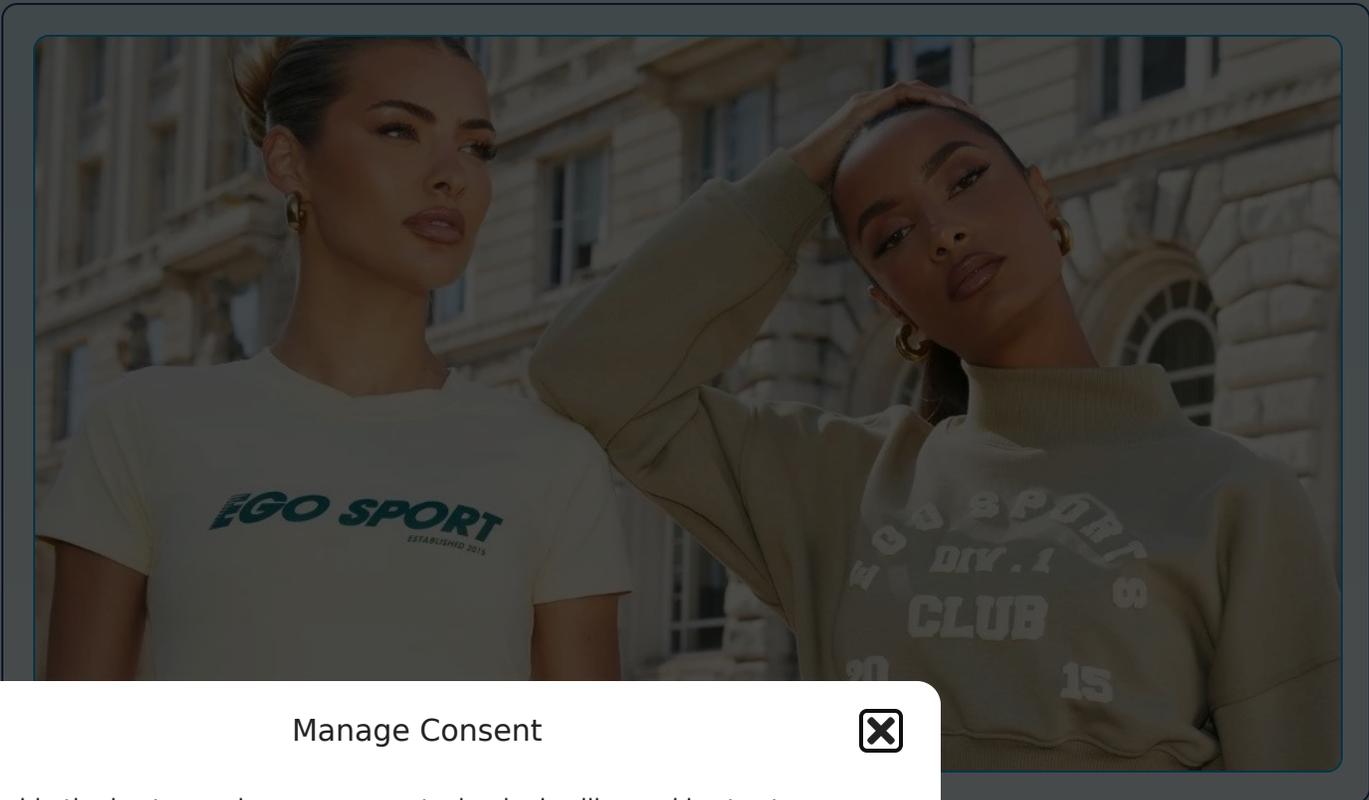
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Fatface Case Study

Learn how our Content Experimentation helped FatFace improve their product performance by testing on their feed to drive their ROAS by +24%!



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When we reached out, we had a clear objective of enhancing our ROAS across digital channels. They made it happen.

Steph Powell

Global Digital Marketing Manager, Fatface

The Brand

FatFace, is a British lifestyle brand, which creates product ranges across women's, men's, kids, footwear and accessories. FatFace is a multichannel retailer, with an international digital business, and over 180 stores in the UK and 20 stores in the US. The distinctive name comes from the name of the black mountain ski run in Val D'Isere, France.

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The Challenges

FatFace wanted to enhance the ROAS across its digital channels. They needed a platform to manage their feeds for Paid Search, Paid Social, Remarketing and Affiliate Networks with a range of over 10,000 SKUs. To find out which attributes worked and didn't, they had to scientifically test what variation delivered the best results.

Product Titles/Types are essential in appearing in Google searches, and images build a strong CTR. With new products every season, FatFace couldn't easily normalise their product titles, or test variations of product types and images.

With a catalogue of 10,000+ SKUs changing on seasonal basis, they needed a platform to easily manage their feeds across Paid Search, Paid Social, Remarketing and Affiliate Networks.

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The Solution

The Athos Commerce platform helped FatFace to import, optimise and tailor their products across their marketing channels, from one platform. They promote their listings on Paid Social, Paid Search, Remarketing and Affiliate networks and we help create a seamless distribution.

For example, Ego now review their product reports daily. With our platform, their team can match the best sellers from the previous day (and month). This insight encourages Ego's marketing team to work more closely with merchandisers on a daily basis.

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minutes. Removing
adding relevant attributes like
varying different product

optimised their content,
penalties turning into products

what products were receiving less than 500 impressions, put them in a control group and test attribute variations to match their customers' queries. When impressions reach the



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The Results

FatFace will use continuous product content testing to drive revenue growth and deliver USPs against their competition, selling more of their products to more people more often. Athos Commerce, FatFace and their Digital Agency are working closer together to align feed optimisation with campaign management and media buying.

- 24% increase on ROAS

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