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Furniturebox Case Study

How Furniturebox improved their conversion rate with Athos Commerce's powerful merchandising and search solutions.
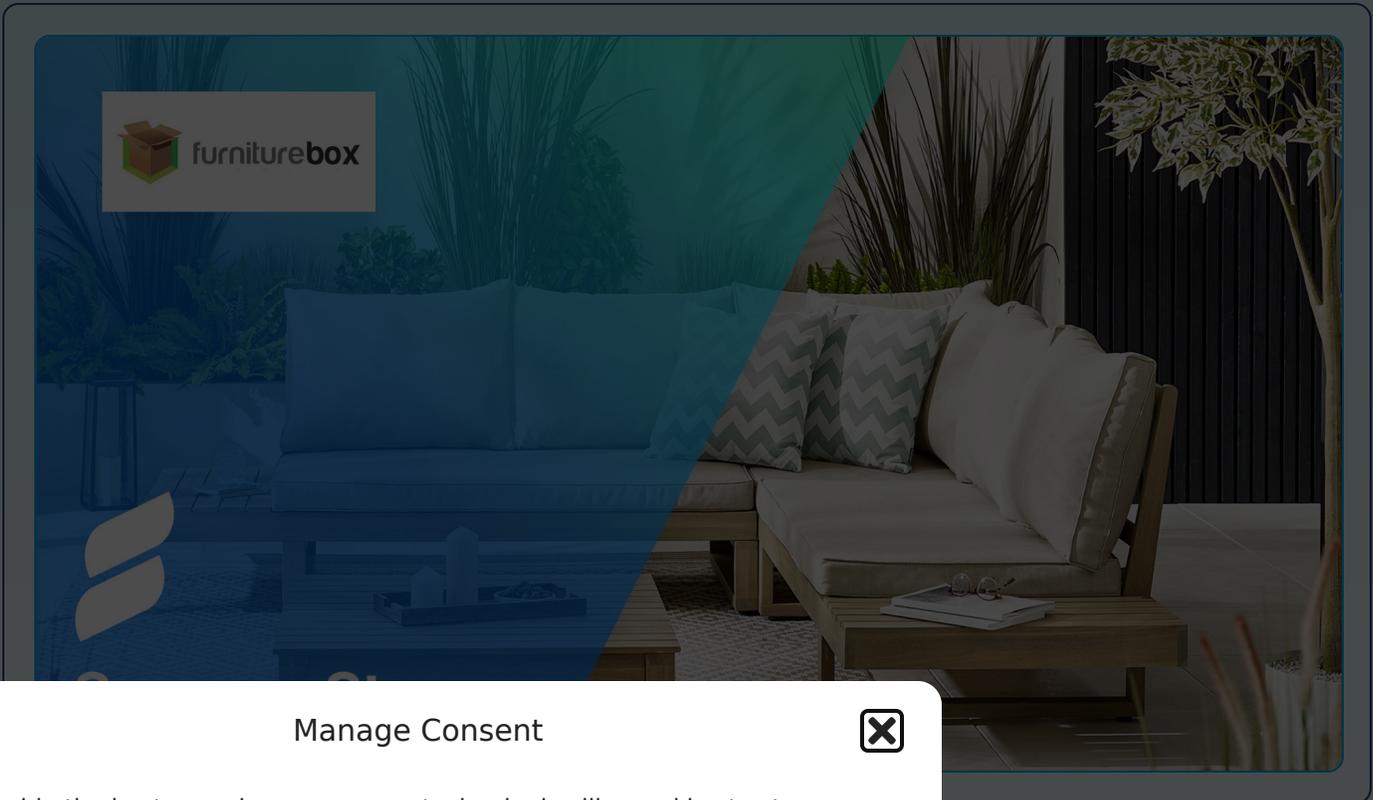
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20-25%

daily revenue uplift during peak trading periods.

33%

of total revenue driven by onsite search functionality.

"

Athos Commerce gave us the tools to not only enhance the user experience but also significantly boost our conversion rates. Their expertise and tools have been transformative for our business.

Dan Beckles
Co-founder and Director

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furniture. Their mission is to simplify online shopping by delivering seamless, user-friendly experiences across devices. To overcome key ecommerce challenges, Furniturebox turned to Athos Commerce for its proven expertise in driving results.

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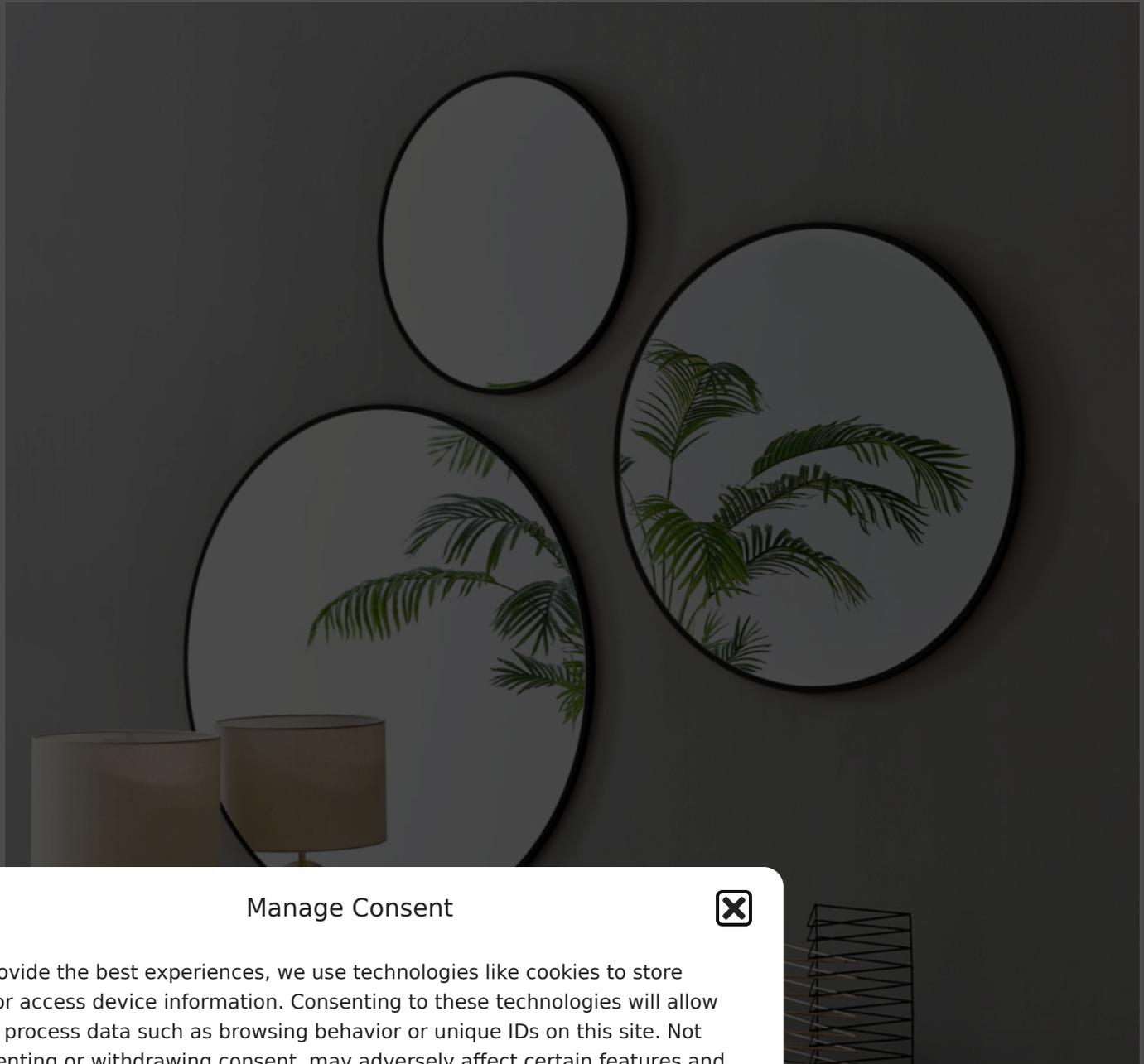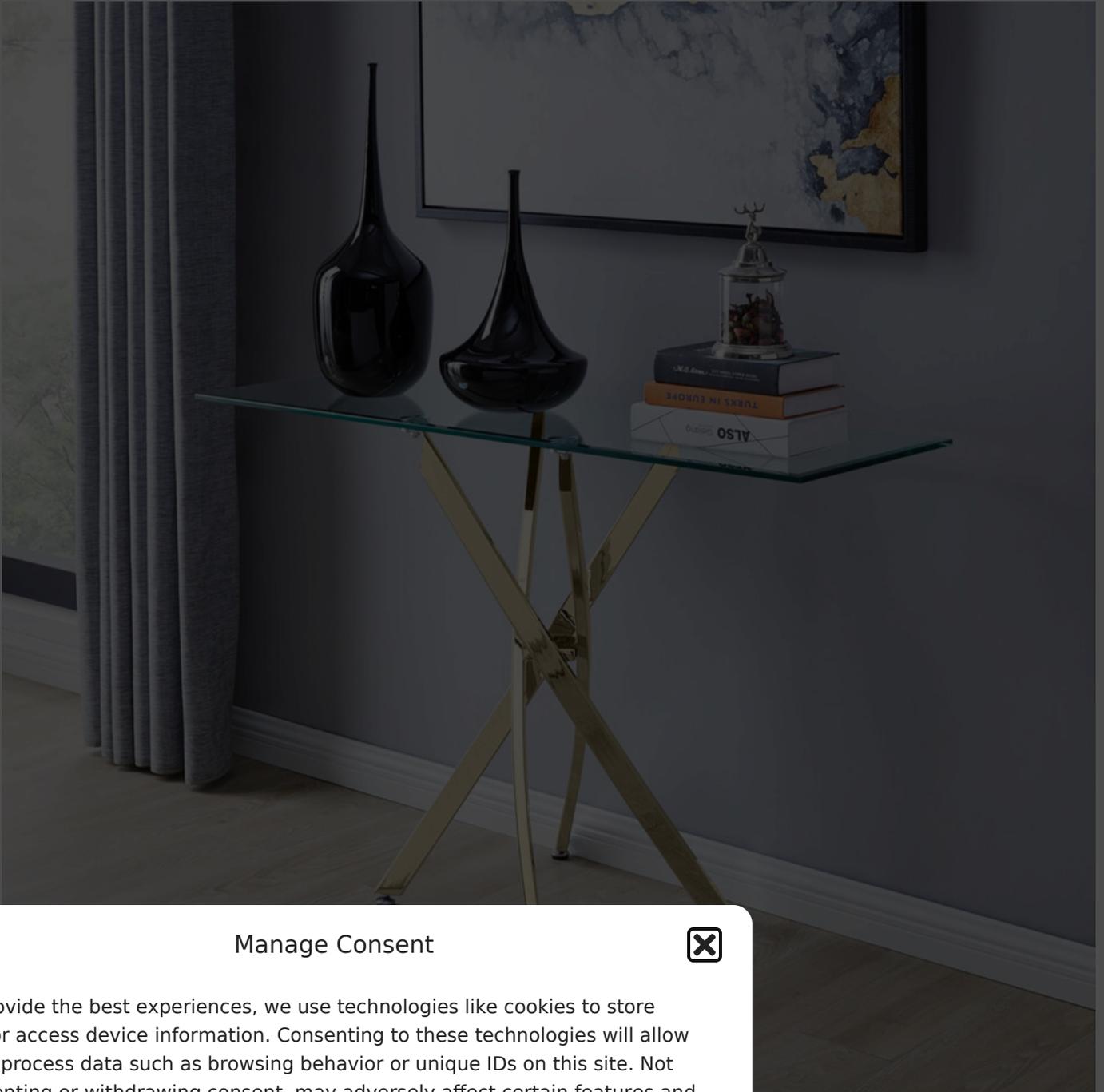
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2. Search Functionality Limitations: Existing tools made it difficult for users to navigate

generation to conversion optimization.

se challenges:

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- Introduced product pinning to highlight key items, mimicking premium ad placements.
  - Enhanced search relevancy, enabling users to find specific items quickly (e.g., "round glass dining table with silver legs").
  - Increased search-driven revenue to 33% of total sales.

3. A/B Testing:
  - Conducted SKU reduction tests for dining sets, resulting in a 15% uplift in conversions and revenue.
  - Experimented with AI-driven sorting, optimizing product categories like sofas and bar stools to maximize conversion impact.

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Implementation Process

...ds to maximize revenue

...and search optimization

...iability across devices.

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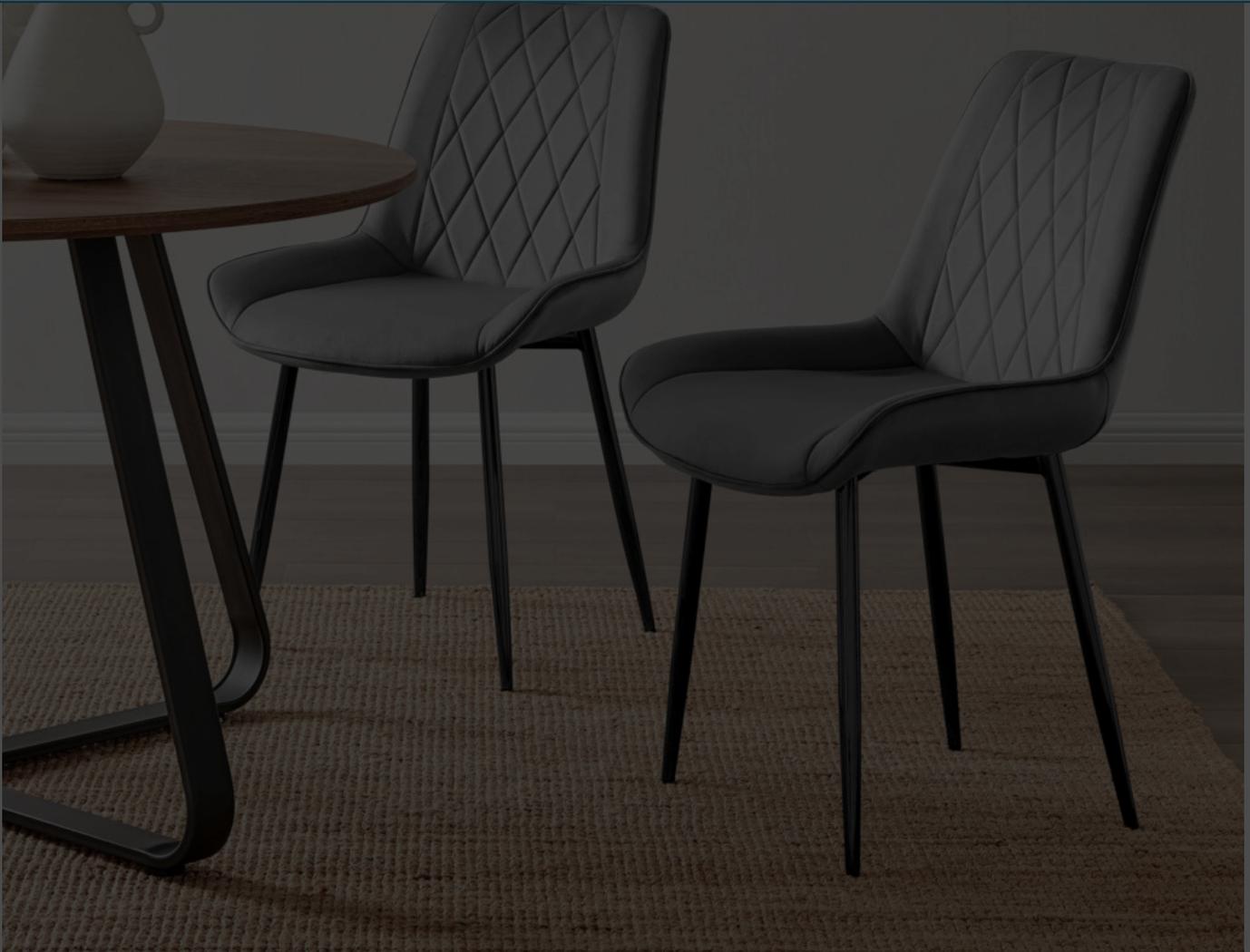
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loyalty.

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Furniturebox's collaboration with Athos Commerce highlights the transformative impact of tailored search and merchandising solutions. By addressing discoverability, optimizing product presentation, and leveraging data-driven tools, Athos Commerce helped Furniturebox achieve substantial revenue growth and enhanced customer satisfaction. For retailers seeking measurable ecommerce success, Athos Commerce offers the tools and expertise needed to thrive in competitive markets.

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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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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Furniture & Home Decor

Platform

Solutions

A/B Testing

Category Merchandising

Search & Autocomplete

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