



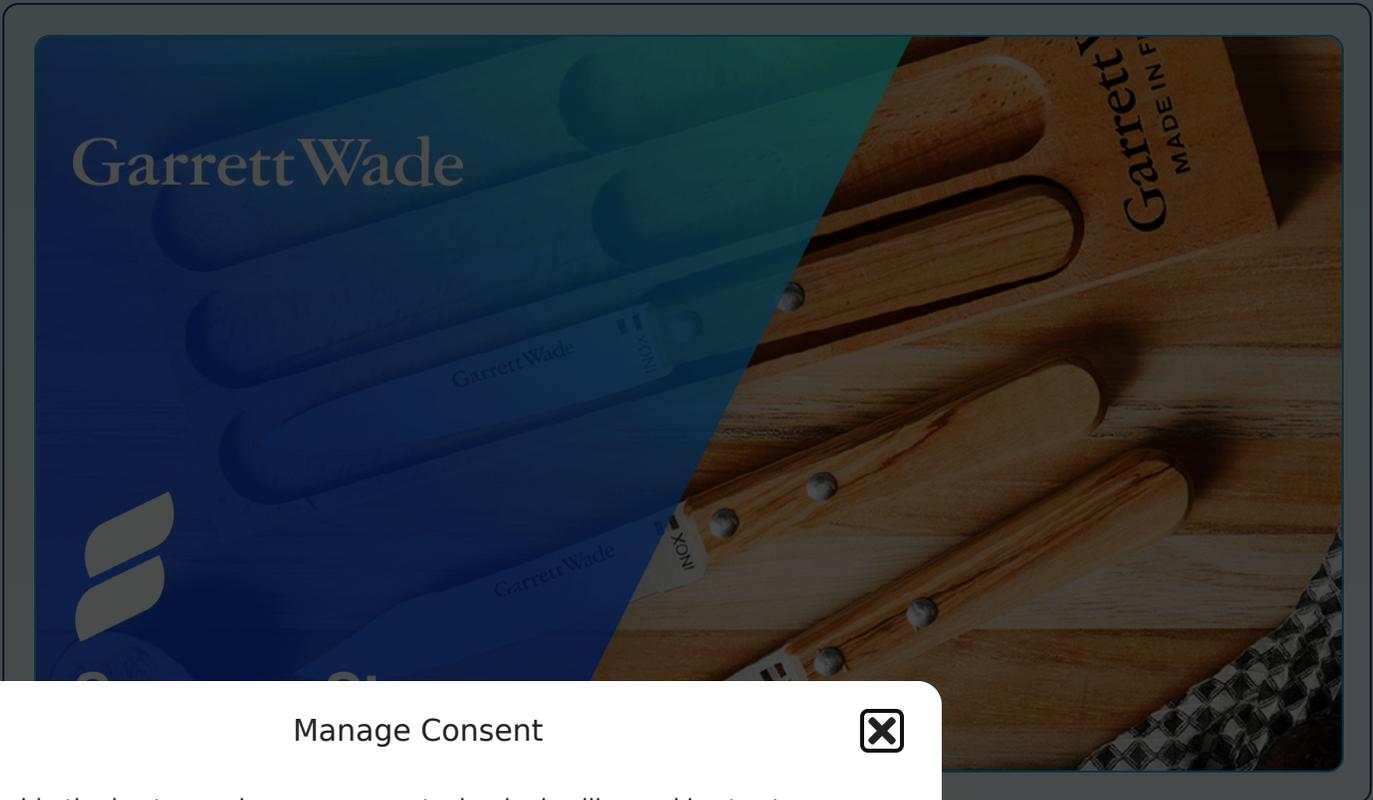
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# Garrett Wade

Garrett Wade teamed up with Athos Commerce, Groove Commerce, and BigCommerce, to provide an easy and exceptional online experience for their shoppers.



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6x

More revenue per Visit

6.5x

Converted at Higher Rates

*"Athos Commerce has played an integral part in the overall success of the Garrett Wade site. With such a wide range of products, many with several variations, Athos Commerce's content search functionality helps Garrett Wade's customers find what they are looking for quickly and easily."*

**Alex Carroll**

Account Manager, Groove Commerce

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work.



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With standards as tough as the tools they sell, Garrett Wade works with artisans and craftsmen who use traditional methods and offers durable and traditional tools that last for years.

## The Partner

Groove Commerce is a full-service digital agency that designs, builds, and grows websites for ecommerce brands. Since 2007, they have focused on delivering a bespoke, white-glove level of service for their clients.

They believe great work starts with great partnerships. Their goal is to solve client problems with innovation and technology. Whether finding the right strategies to boost growth or creating tools for merchant success, their relationship with clients continues long after the initial design and development phase.

## The Challenges

Garrett Wade partnered with Groove Commerce to migrate from Magento to BigCommerce. With their current platform, they faced a few challenges, including the ability to group products, offer back orders, and display in-stock items first.

With the store's wide range of products, and constantly changing inventory, they wanted assurance that their new site would provide an easy and exceptional shopping experience.

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product grid of search results  
content.

leveraged Athos Commerce  
sions.

quickly found the items that were available for purchase at that time.



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This ensured shoppers stayed on site longer and were more likely to convert.

## The Results

"Athos Commerce has played an integral part in the overall success of the Garrett Wade site", says Alex Carroll, Account Manager at Groove Commerce. "With such a wide range of products, many with several variations, Athos Commerce's content search functionality helps Garrett Wade's customers find what they are looking for quickly and easily."

In the first two months after implementing Athos Commerce, Garrett Wade's site experienced 6.5 times higher conversation rates from shoppers who used site search. They also saw that 32% of their orders were attributed to search, making up 34% of their overall revenue.

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## Hardware & Home Improvement

### Platform

BigCommerce

### Solutions

Category Merchandising

Category Navigation

Search & Autocomplete

### Digital Agency:

Groove Commerce

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