



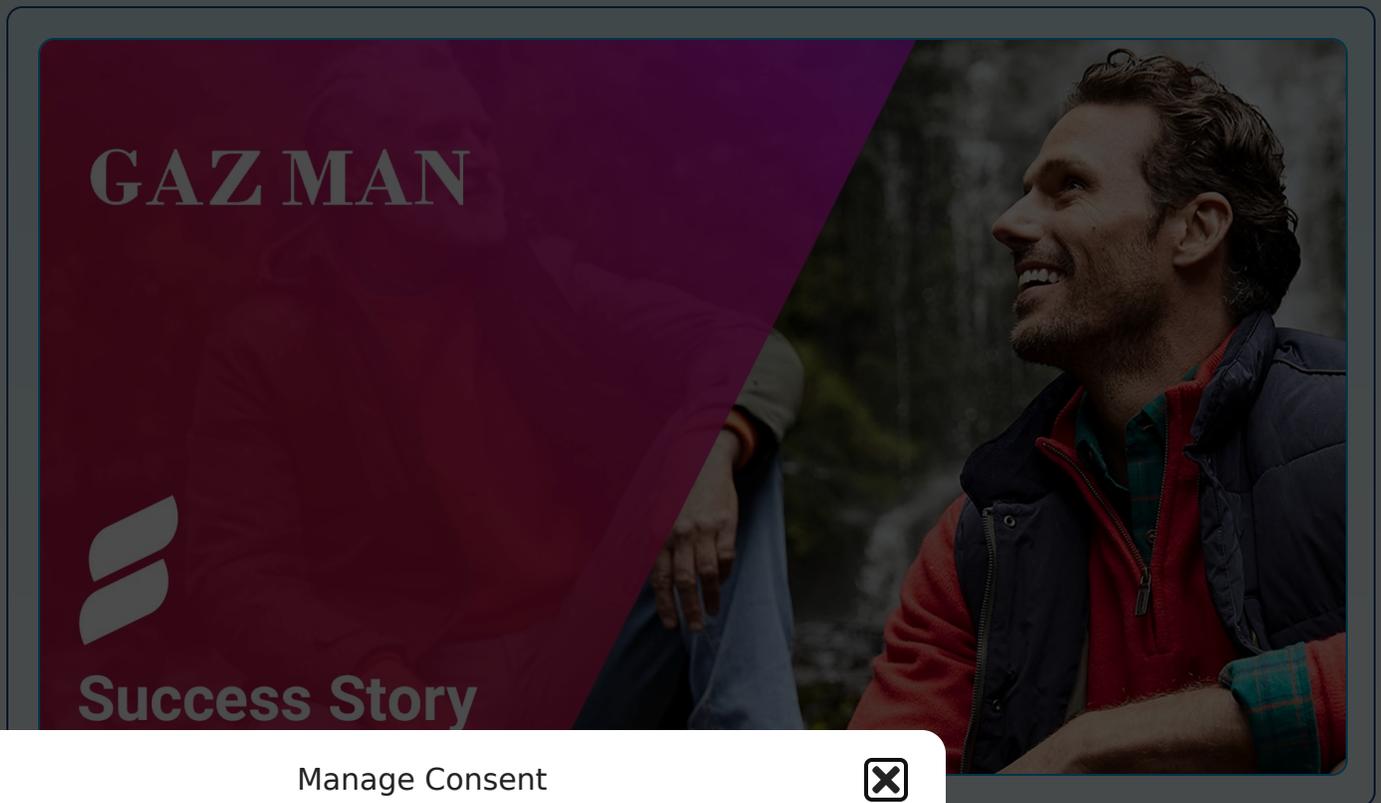
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# GAZMAN

Gazman more than doubled revenue attributed to search year-on-year.



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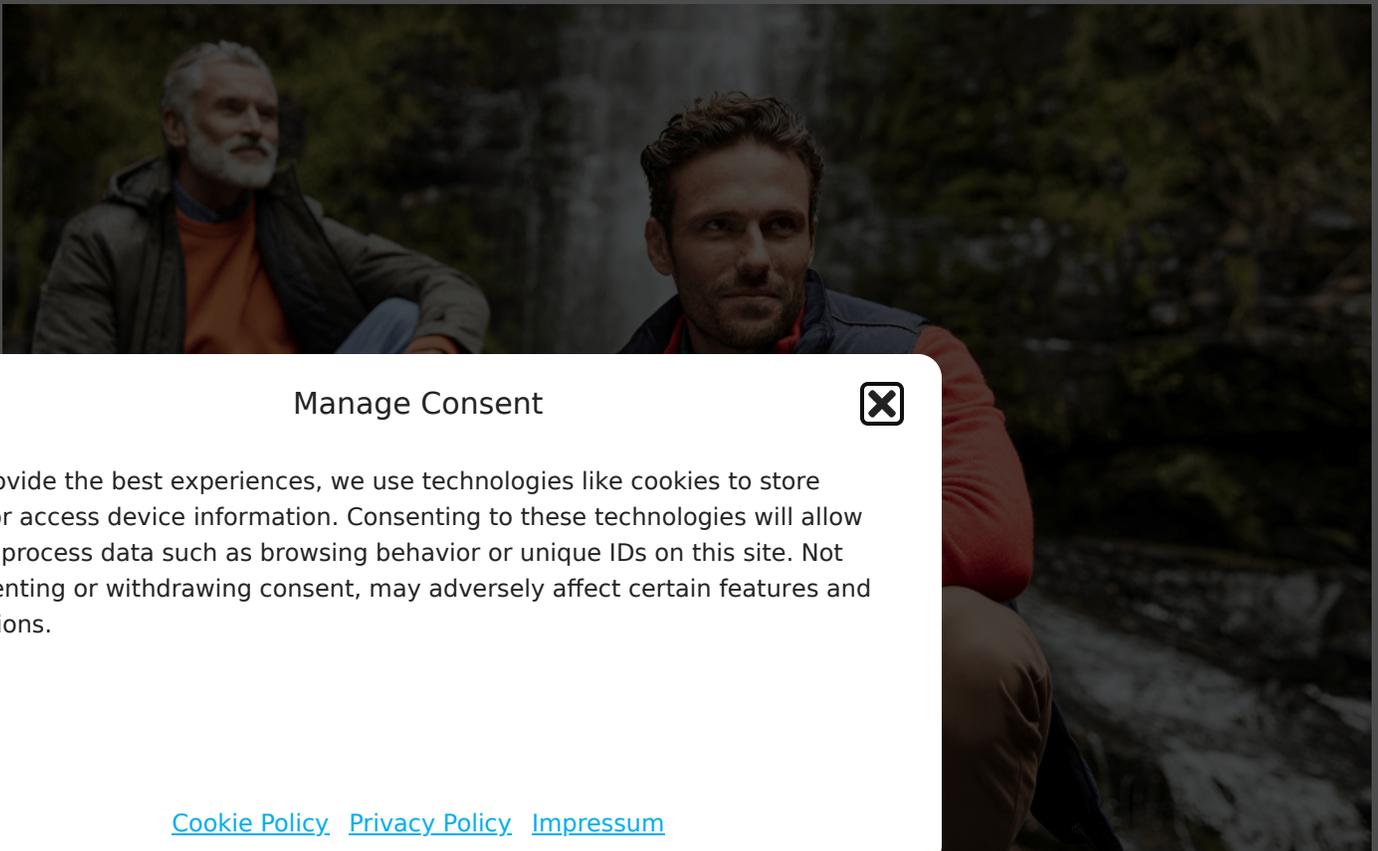


*"Athos Commerce has been a huge time saver for us, it just makes life easier. The platform is really easy to use and the support and implementations teams have been very accommodating and responsive."*

Zhen Hann Leow

Group Ecommerce Manager, GAZMAN

# GAZMAN



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Australian menswear brand GAZMAN is a family-owned and run business that dates back to



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"GAZMAN aims to make styling easy. We offer classic, casual styles that look good without a second thought," says Zhen Hann Leow, Group Ecommerce Manager. "Our customers are very loyal, and most of them have been shopping with us for a long time."



## The Challenges

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to-use as possible for our customers," says Zhen. "During the early days of our online presence, it was a challenge to get our customers to light online."

focus of GAZMAN's strategy was to achieve this level of customization through a system that did not need to manually update

within category pages based on total unit numbers available, but it was really important for us to make sure our size curve was always completely full for products on the first page of a



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During a replatform to Shopify Plus, KAZIMAN'S digital agency, DotDev, recommended Athos Commerce's solutions to overcome these challenges.



## The Solutions

"With Athos Commerce, we now have the ability to boost products by the fullness of their size curve. That rule was actually custom made for us by the Athos Commerce team, and it's they built out new functionality

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cular attributes. "We like of our larger pages, so great to have Athos unt, which helps inform rules to automatically boost

we sometimes pin the first few rows of products to reflect our current marketing campaigns. Athos Commerce gives us that flexibility and control."

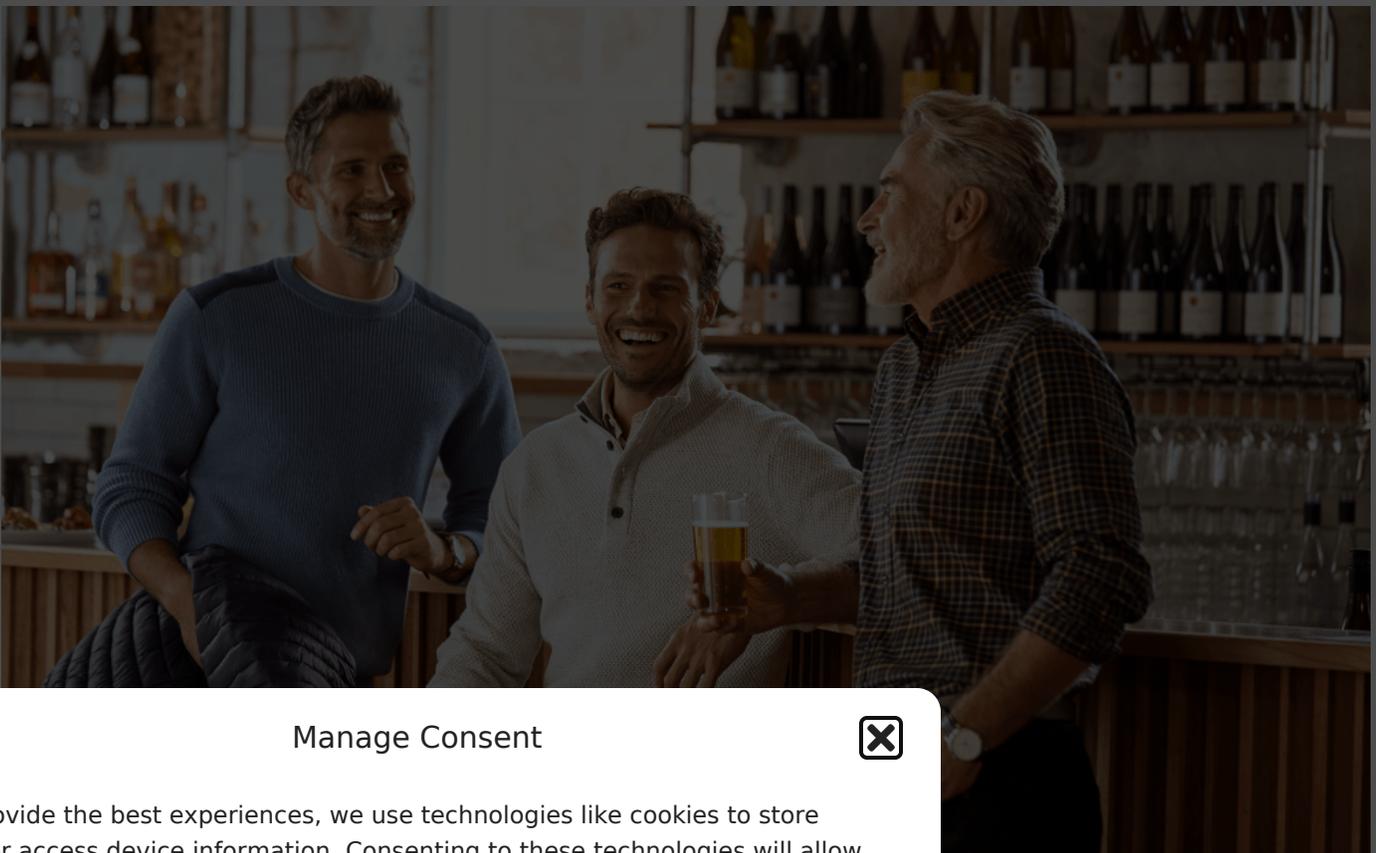


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team now uses both solutions seamlessly. Our campaigns can change at the last minute. The combination of Shopify's native collection rules with Athos Commerce's boost rules and sub-sorting has helped us to make those changes quickly, without having to prepare and schedule everything in advance."

While merchandising has been the main priority for GAZMAN, they have also found opportunities to improve the online shopping experience through site search. "Through Athos Commerce's Zero Search Results report, we discovered customers were often getting no results for key product types we stock, due to using search terms that didn't quite match our product titles. Our customer success manager flagged that and helped us set up search synonyms to direct those searches to relevant results. That was a really easy win."



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es life easier. The platform is  
ave been very

platform will add value to our other ecommerce sites by enhancing our online shopping experience across the board.”



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increase in search usage on their store, as well as a boost in orders and revenue attributed to search.

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## Solutions



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### Digital Agency:

DotDev

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