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Hartville Hardware

Hartville Hardware uses Athos Commerce to update product categories and create merchandised landing pages, all without assistance from their development team.
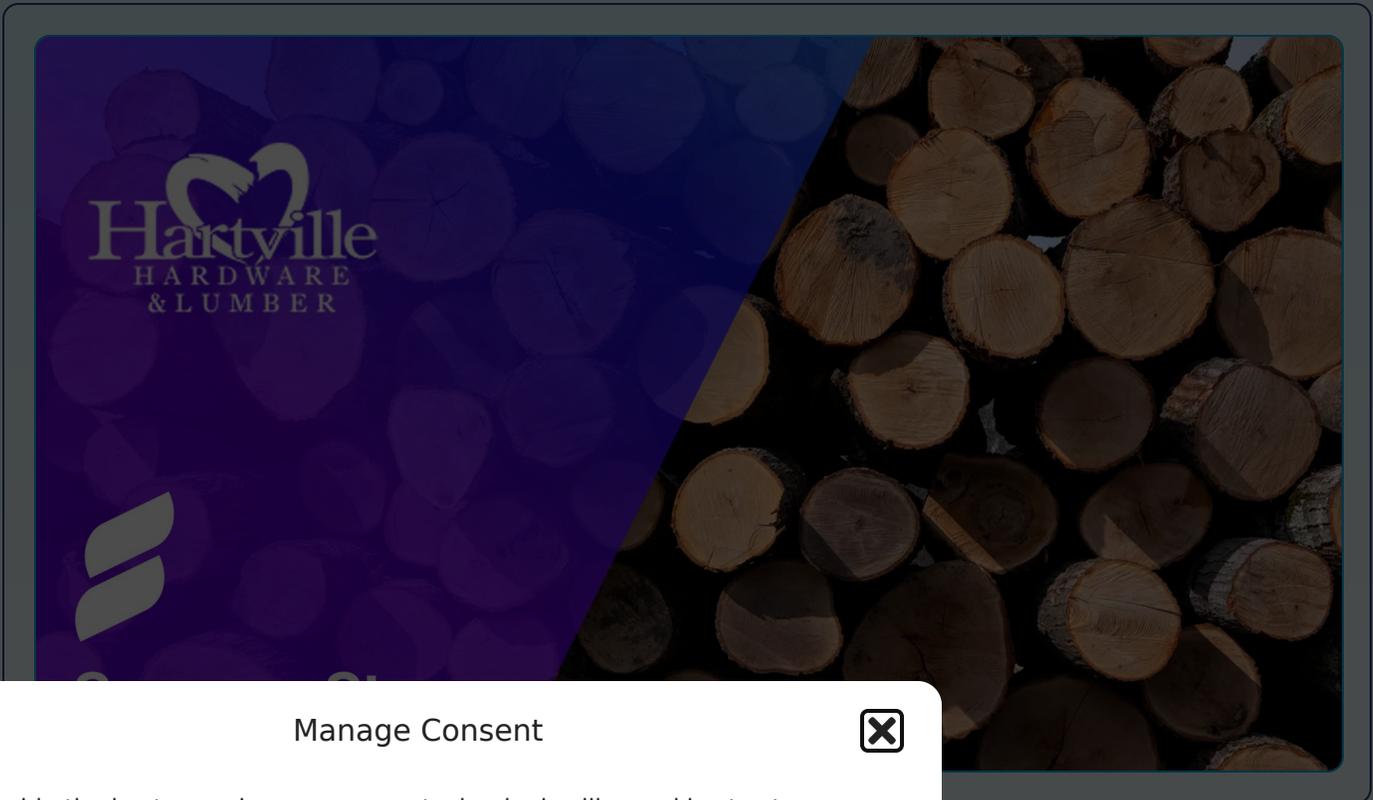
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3x

More Value From Customers Who Used Search

"Athos Commerce is just easy to use, it's much more visual than a lot of other tools out there. For me, not being a developer, that's extremely important. I'm no longer tied to our development team if I want to update our site."

John Mueller
Ecommerce Manager, Hartville Hardware

Hartville
HARDWARE & LUMBER

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The Brand

Since 1972, Hartville Hardware has been a locally-owned and family-run business. Starting out as a small hardware store, it has grown into a 305,000 square foot flagship store in Hartville, Ohio with two other locations in northeast Ohio. Stocking an extensive range of products spanning hundreds of brands, the store is a one-stop-shop for everything from hardware and power tools, to seasonal decor and pet supplies.

Unique features like a three lane drive-thru lumber yard, full-service design center, and their 1,850 square foot furnished Idea House have helped carve out the store's niche, along with a

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The Challenges

Traditionally, the main purpose of Hartville Hardware's website was to provide contact details, basic information about the store, and updates about upcoming events. In recent years, their online strategy has shifted to better integrate the site into the buying journey.

"A lot of our customers go to the site to plan their store visit, and to purchase additional items after returning home," says John Mueller, Ecommerce Manager. "We have so many unique products, and a lot of our shoppers come from out of town. They might start working on a [...] the store'. The site allows them [...]

[...] to be able to support that [...] re experience to our site, and [...]

[...] ppers as they navigate the [...] tville Hardware's search and [...] s assistant. "John Deere, for [...] ble to break out our John

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The Solutions

"We implemented Athos Commerce in 2018, and our initial focus was filtered navigation and site search, specifically synonyms and redirects. In the last year, we've also started using landing pages and merchandising features to support our marketing campaigns. If we are promoting 10% off select products from a specific line or department, Athos Commerce ~~~~~~ the customer which items ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ge to reinforce the message.

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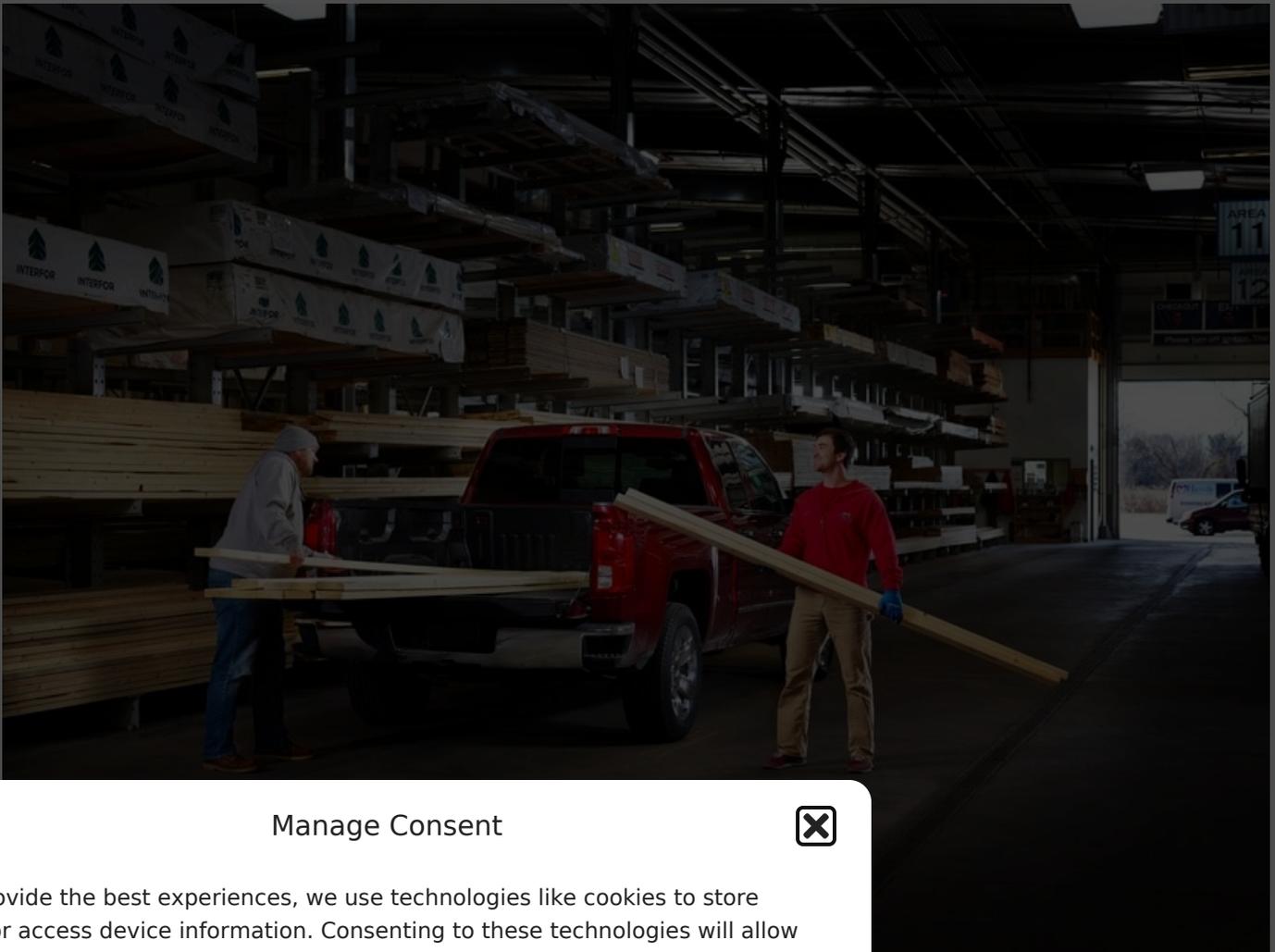
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needs in one place. Then, we broke the products out by look, room, finish, and so on. All of those landing pages are built using Athos Commerce, and they all feature unique banners

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Athos Commerce's reporting has also proved useful, both for the buying team and for optimizing the search experience. "On a monthly basis, I pull our search terms and send them to the buyers so they can see if customers are searching for products that we don't carry, or products that we've been on the fence about introducing," says John. "I also use the zero results report to see if customers are searching for terms that differ from our naming conventions. We can then set up synonyms or integrate those terms into our copy for SEO purposes."

has been one of the top
ales, we've also seen
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