



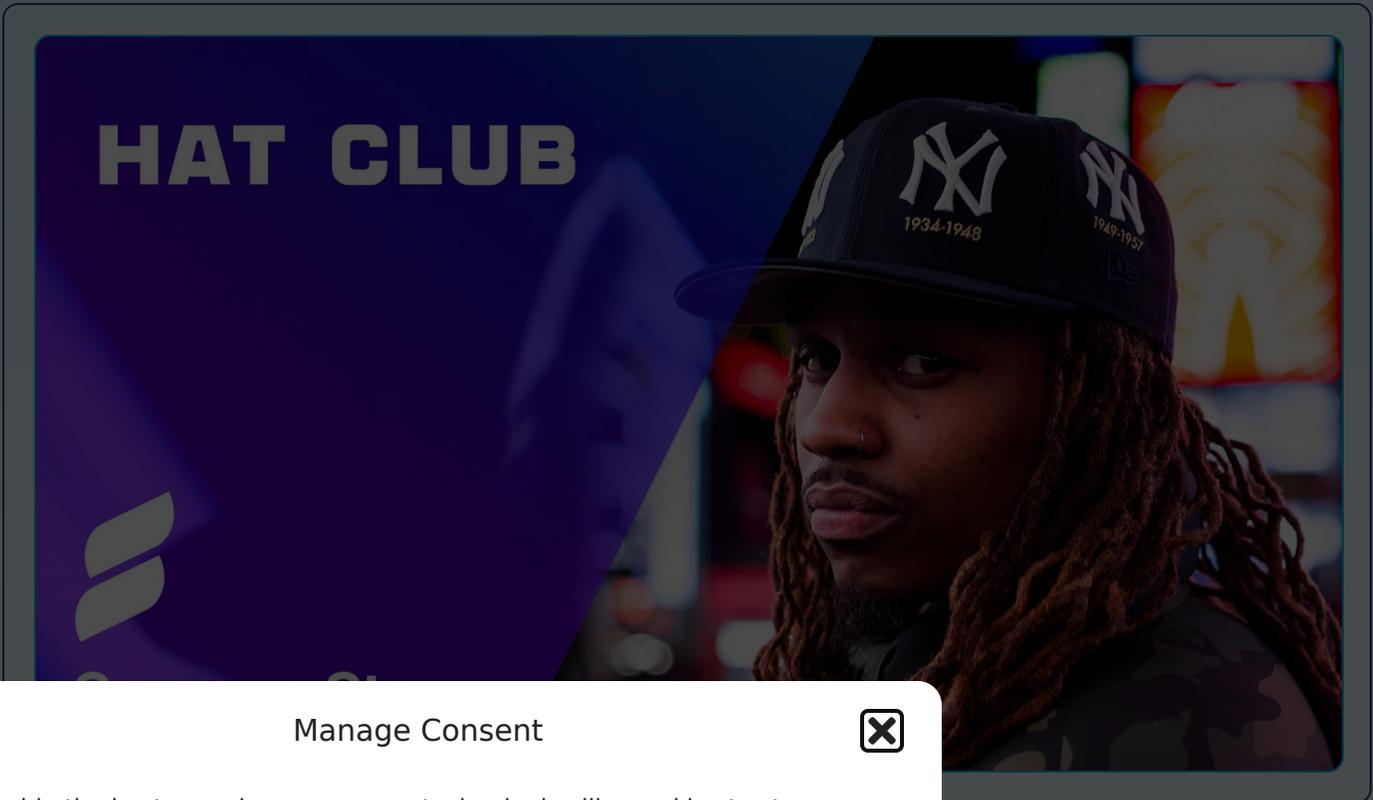
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Hat Club

Hat Club leverages Athos Commerce's search and navigation solutions to create an intuitive shopping experience that caters to highly niche customer preferences.



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500%
7%

Increased Revenue per Visit With Search

13%

Increase in Search Conversion Rate

"With any third-party solution, you want to know that their customer service is responsive and you want to make sure you're getting the best out of the platform. Our account manager at Athos Commerce is literally fantastic, he truly took the time to understand us and make really relevant suggestions. It's not just a one-size-fits-all approach, it really feels like a tailored solution."

Cameron Parker
Head of Brand, Hat Club

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The Brand

Headwear is more than just a product to Hat Club's customers. It's a form of self-expression, a statement of pride, and a coveted collector's item.

"Hats really tell a story," says Head of Brand, Cameron Parker. "It's much deeper than the functional requirement of protection from the sun or covering up your hair. It's a fashion piece that also embodies who you are or where you're from."

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through storytelling and
and the suspense that
ecommerce site withstand
ores snake around the block.

focus and energy into. We
for something," says



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The Challenges

Hat Club has a well-established following, but the company has plans to further amplify their community from the grassroots up.

“It’s not something that you can force with marketing,” says Cameron. There’s an organic growth that comes from being authentic, and the brand embraces a gritty, urban feel.

“Other brands can be quite polished and cold in their imagery. When we do photoshoots, it’s more like user-generated content. It’s photos of real people (our customers, in fact) on the street. We tell the story behind each hat and each design, that’s something that really cuts through the competition.”

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...ive shopping experience
...ne type of product but the
...nd design collectives, there is
...before you even account for

...olution that would deliver the
...possible for them to find
...that,” says Cameron.



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The Solutions

Hat Club implemented Athos Commerce's Search & Autocomplete and Category Merchandising solutions to support shoppers in their search for highly specific styles.

"Visual merchandising is really useful on our general collection pages. We know, for example, that black and dark shades traditionally sell better than other colors. We also know the Yankees and Dodgers are two of our most searched-for teams. Setting up rules that allow us to boost and prioritize what the customer wants is definitely something we take advantage of," says Cameron.

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... gauge demand for future
... within minutes, sometimes
... ere are for that particular
... month later. I like having



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The Results

In the first six months of using Athos Commerce, Hat Club:

- Increased their search conversion rate by 13%
- Increased revenue per visit with search by 7%
- Achieved a conversion rate with search that is 52% higher than without search

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Visit Website

Industry

Fashion & Apparel

Platform

Shopify Plus

Solutions

Category Navigation

Search & Autocomplete

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