



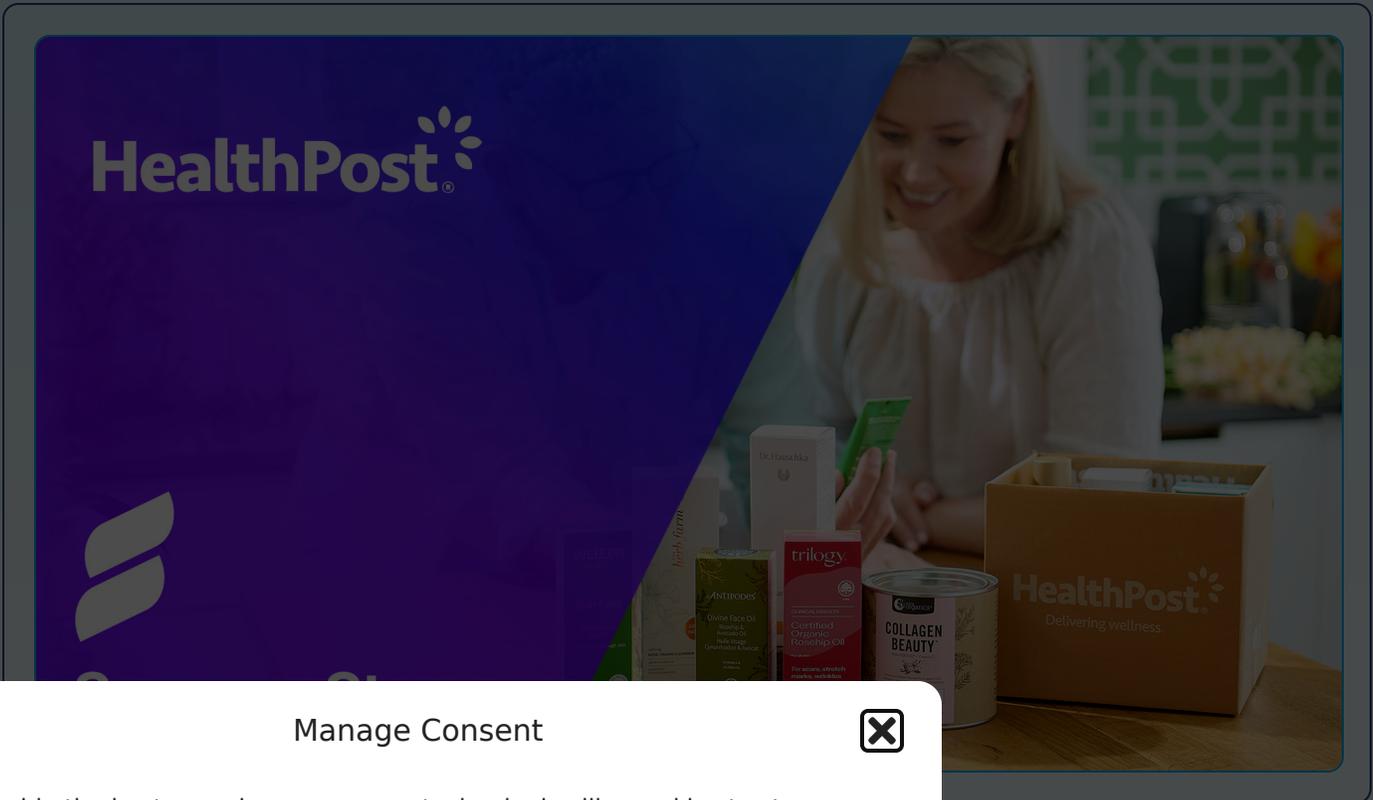
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HealthPost

How Athos Commerce's search, merchandising, product bundling, and ecommerce personalization gave HealthPost a wellness boost in online performance.



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100%

1039%

increase in conversion rate from visits with search vs. without search

20%

increase in AOV from search-driven sessions

”

Our customers can now find exactly what they need, quickly and effortlessly—whether they’re shopping for natural supplements, vegan skincare, or plastic-free home essentials.

Abel Butler
HealthPost CEO

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The brand is a trusted name in wellness in New Zealand, championing sustainability, ingredient transparency, and conscious consumerism.

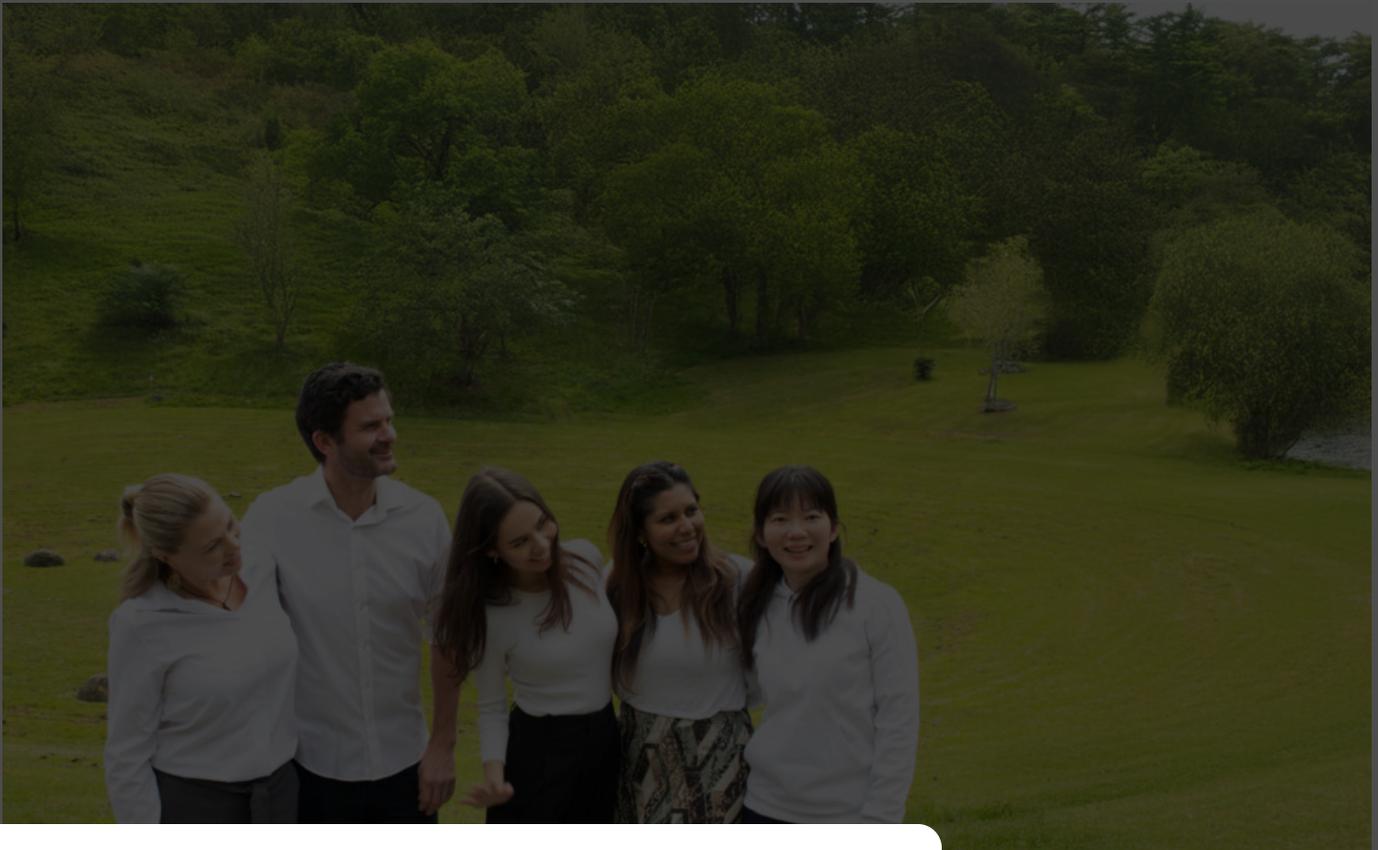


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Zealand (ANZ) and beyond with the acquisition of [Flora & Fauna](#) and [Nourished Life](#). While HealthPost specializes in premium natural health products, Flora & Fauna caters to environmentally conscious shoppers seeking plastic-free and vegan-friendly alternatives, and Nourished Life focuses on wonderfully clean, non-toxic beauty.

Together, the Group (HealthPost, Flora & Fauna, and Nourished Life) shares a values-driven ethos, creating a powerhouse of ethical retail to serve discerning shoppers in ANZ and around the globe.



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growing pain: how to help
quickly and efficiently. With
brand identities, it was no
ease.

certifications (such as B Corp-certified). HealthPost CEO Abel Butler explains, "There's a lot of nuance to the indexing needed to serve relevant results based on all these different



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The company's existing search solution struggled to satisfy shoppers' intent, and manual merchandising was extremely time-consuming. As the Group continued to grow, the team needed a smarter way to optimize search, streamline merchandising, and personalize recommendations—without adding complexity to their workflow.

Additionally, Abel knew interoperability and integration capability were crucial aspects of building out the ecommerce tech stack across Shopify and BigCommerce sites. Moustache Republic, the ecommerce agency Abel had an ongoing relationship with, was very familiar with Athos Commerce and recommended it to solve the Group's challenges.



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prehensive search,
enhance the on-site

ore business needs, a
una and Nourished Life, and
epublic, Athos Commerce

technology had a significant layer of complexity, so we wanted a solution where we didn't need to refer to the vendor or to our development partners to manage effectively."

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group's success, as Abel puts it. Nord & Anna, previously on a legacy site, needed a completely new Shopify website build. Moustache Republic worked closely with Athos Commerce to coordinate embedding the new website with Athos Commerce's class-leading search, merchandising, and personalization available at launch.

"It's a testament to the strong relationship between Moustache Republic and Athos Commerce. We didn't need to arbitrate or act as intermediaries. They worked closely together and on our behalf as well, which made everything easier," says Abel.

System usability was another advantage of Athos Commerce. Particularly when managing two ecommerce platforms (BigCommerce and Shopify) across three sites, the team needed an intuitive solution that was easy to use. Tineke says, "We had used other platforms that were quite complicated. So, the Athos Commerce offering that was straightforward and all in the same place was very helpful."

The level of ongoing support was also a pleasant surprise for Group Ecommerce Manager Tineke Simpson. "The support and account management we've experienced with Athos Commerce has also been incredibly positive. They're there when you need them," says Tineke. "Our Account Manager, Jacinda, really knows the platform, helps us with any tweaks, and also helps us understand how to get the most out of Athos Commerce."

In terms of functionality, Athos Commerce's advanced search features mean shoppers now receive hyper-relevant results, even when using alternative terms, misspellings, or ingredient names. "Customers don't always search by product name," says Abel. "They also look for ingredients, certifications, health priorities, the list goes on. Athos Commerce helps us speak our customer's language on-site and quickly match their queries with the right products."

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merchandising across the
d merchandising, she can
products, best-sellers, and
te, "It's been really beneficial,
and boosting products."

onal landing pages. Tineke
c landing pages. Athos
ding pages using automated



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what customers are looking for but can't find, and use these invaluable insights to identify potential inventory gaps and guide future product expansion. For example, customers may search for product content, including terms like "protein," "vitamin B12," or specific ingredients. Tineke explains, "Just knowing we might be missing some of the range or should be onboarding other products when customers are looking for something we don't have is really informative."

Zero-results pages and product display pages (PDPs) also showcase personalized product recommendations. "More ideas" and "You might also like" item carousels make it easy for shoppers to discover more of what they'll love at critical points in the shopping journey—and keep adding to their baskets. HealthPost has seen this behavior first-hand with a 6.03% conversion rate on zero-results page product recommendations since implementing Athos Commerce.



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The impact of Athos Commerce has been nothing short of transformative. Impressive figures

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- A healthy 20% increase in AOV from search-driven sessions
- Over 10% conversion rate on cart cross-sells using personalized product recommendations
- A remarkable 1039% increase in conversion rate from visits with search vs. without search
- A massive 1264% higher revenue per visit from search vs. without search, thanks to enhanced search and personalized recommendations

Beyond the numbers, Athos Commerce has allowed the Group to create seamless shopping experiences that nurture customers throughout their buying journeys.

The Group was also an early adopter of Athos Commerce's [Product Bundling](#) solution, which Abel says has already driven remarkable incremental revenue and increases in average order value (AOV). HealthPost has seen an impressive 6.97% click-through rate (CTR) on product-page bundles.

Looking forward, Abel and Tineke are keen to leverage key updates to the Athos Commerce and Klaviyo integration. The additional customer profile tagging options will enable Klaviyo's marketing automation platform to use observed shopping behaviors from Athos Commerce for deeper segmentation and targeting across email and other campaigns. On-site, shoppers gain a better browse, search, and product discovery experience, followed up with more relevant, personalized communications that encourage reconversion.

With Athos Commerce deeply embedded in its ecommerce strategy, HealthPost, Flora & Fauna, and Nourished Life are poised for even greater success—delivering seamless, personalized experiences for their customers.

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optimization and
important to choose
well established and
or interoperability
the solutions that



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The Athos Commerce AI-Powered Platform [Learn more >](#)



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