



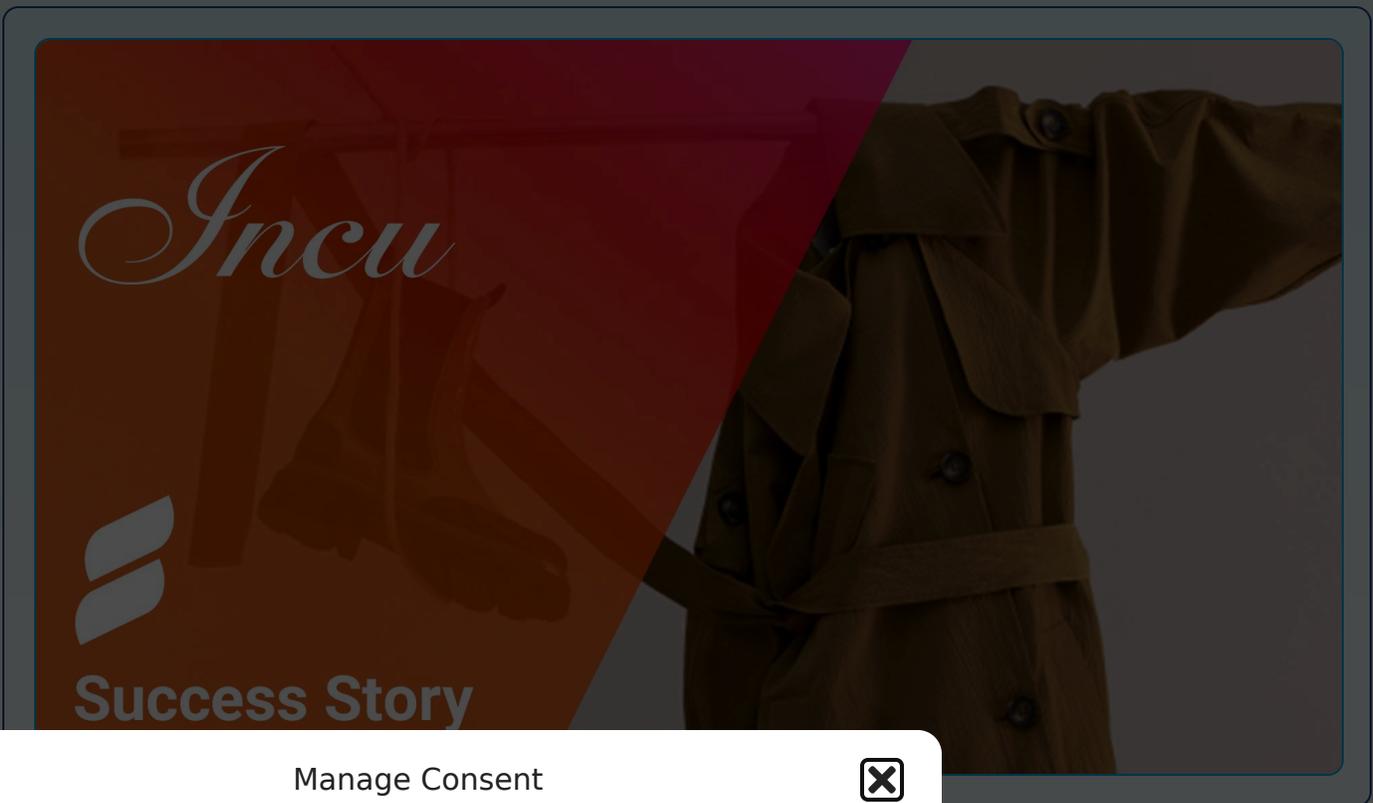
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Incu

Incu shoppers gain personalised, powerful shopping experiences



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2.1x
6.1x

More Revenue Per Visit From Search

"For us, the power of Athos Commerce is its ability to read between the lines, understand our shoppers' intent, and use smart logic to help customers discover products they'll love. The platform also helps us make informed decisions, removing the guesswork from what we think shoppers want and showing us what they really love."

Alicia Davis

Digital Project Specialist, Incu

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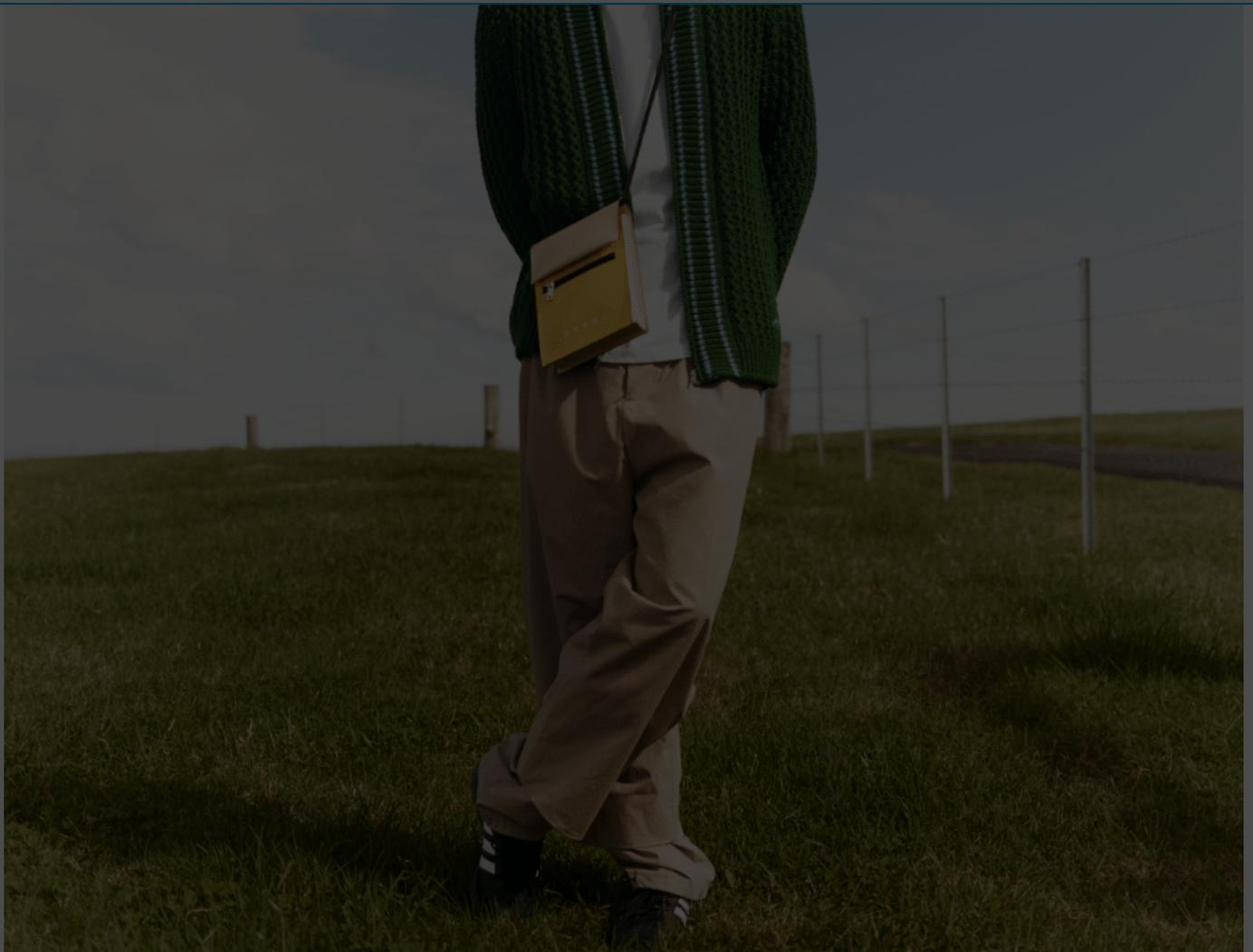


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The Brand

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and international brand names lead, Incu stocked Topshop is collaborated with cutting-house signature label.

ancing shoppers to new of the Incu vision. The national designers, and Rag & Bone and APC e and established designers.

Incu wanted to reflect its personalised and genuine in-store customer service on its online

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Alicia Davis, Digital Project Specialist at Incu, explains, "If you have a large catalogue of products or many different brands, especially for multi-brand retailers like us, you need your site search to work flawlessly. Shoppers can be quite brand-term driven. So the last thing you want is to miss opportunities because your site is returning zero results for specific and branded queries."

The most common customer experience feedback about the online store was that finding the right products was challenging. Shop assistants also use the website to enhance the in-store product discovery journey, showing customers additional items available online or in the warehouse. Unfortunately, in-stock items were out of sight using the existing online search functionality.

Additionally, manual merchandising processes were consuming a lot of Alicia's time;

"Before using Athos Commerce, I remember a wide sales event we had covering many categories – around 20 pages across two sales collections. I spent an entire 8-hour day going through a merchandising process of 'drag product, save, drag again, save', grouping brands and piecing together an appealing display for our sales collections. We also spent around 2 hours each week just merchandising new arrivals pages. It now takes about 5 minutes on a Friday to tweak and check collections using the rules and logic in Athos Commerce."

Alicia Davis

Digital Project Specialist, Incu

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onalisation platform, Athos
it. As a result, Incu is now
experience while breaking

don't want to see your online storefront looking stagnant every time they visit because your lean merchandising team doesn't have the time or resources to



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Alicia Davis

Digital Project Specialist, Incu

Athos Commerce has brought Incu's nimble ecommerce team a powerful suite of search, merchandising, and personalisation product recommendation features. The technology has created more seamless shopping experiences tailored to each customer's tastes that have seen Incu boost conversion.

Alicia comments, "We stock a range of interesting and exclusive brands. But most of our traffic is driven by category or brand queries, so slight spelling errors were often leaving shoppers at zero-results dead ends. Athos Commerce helped us minimise those zero search results, more easily monitor trends, and do clever things like using synonyms and personalised recommendations to keep the discovery journey going. These technologies show shoppers more of what they want, and we've seen rapid uplifts in conversion and cart size as a result."

Athos Commerce's synonyms and [zero search results reports](#) help Incu's merchandisers continuously improve the shopping experience by refining and enhancing search terms. And even if shoppers see a 404 page from clicking an older campaign link, Incu has turned 404 pages into sales opportunities.

[Personalised product recommendations](#) serve customers with items they're sure to love based on previous shopping behaviours. Tailored product suggestions can be placed strategically anywhere on your site, serving shoppers with similar and 'complete the look'

and up-sell

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ings effectively with

Alicia Davis

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The Results

From implementing Athos Commerce in 2021 to 2023, Incu saw a 15% increase in revenue attributed to shoppers using search with 6.1x more revenue per visit generated vs without search. Conversion rates from search-derived orders have also been lifted 3.1x higher than those without search.

The results aren't the only thing creating a lasting impression. Alicia comments on the ease and professionalism of the setup process, "Athos Commerce managed the bulk of work with our implementation quite seamlessly – something which is a huge benefit during peak periods like Black Friday / Cyber Monday, Christmas, and Boxing Day sales. The team was extremely organised and collaborated really well with us when they needed our reviews and testing. The whole process was fast but efficient. We also started noticing conversion uplifts within a week of going live."

Athos Commerce's data intelligence is now driving actionable insights, significant time-savings, and outstanding outcomes for the Incu team and their shoppers.

"The reporting capabilities of Athos Commerce are brilliant. Of course, there are insights you can get from Google Analytics, but they can be hard to read and adjust with custom segmented reporting." Says Alicia. "With Athos Commerce, we have a consolidated dashboard of the most important data, such as shoppers using search, conversions, revenue, and other metrics comparing search-driven journeys to those without search. The information at hand has helped us minimise and re-route things like spelling mistakes and zero results to get the right products in front of shoppers."

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merchandising time and effort
has the breathing space to
shopping experiences.

marketing platform, to show
the buyer journey. Alicia and
sell and product discovery
experiences as fresh and exciting

We work really closely with our Account Manager, Jacinda. It's fantastic having someone locally, in the same time zone, and with a wealth of knowledge from



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always like that with every tech partner. It's such great support to work with a company like that, where they make time for you and you know they care."

Alicia Davis

Digital Project Specialist, Incu

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Platform



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Solutions

Category Merchandising

Category Navigation

Personalization

Search & Autocomplete

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