



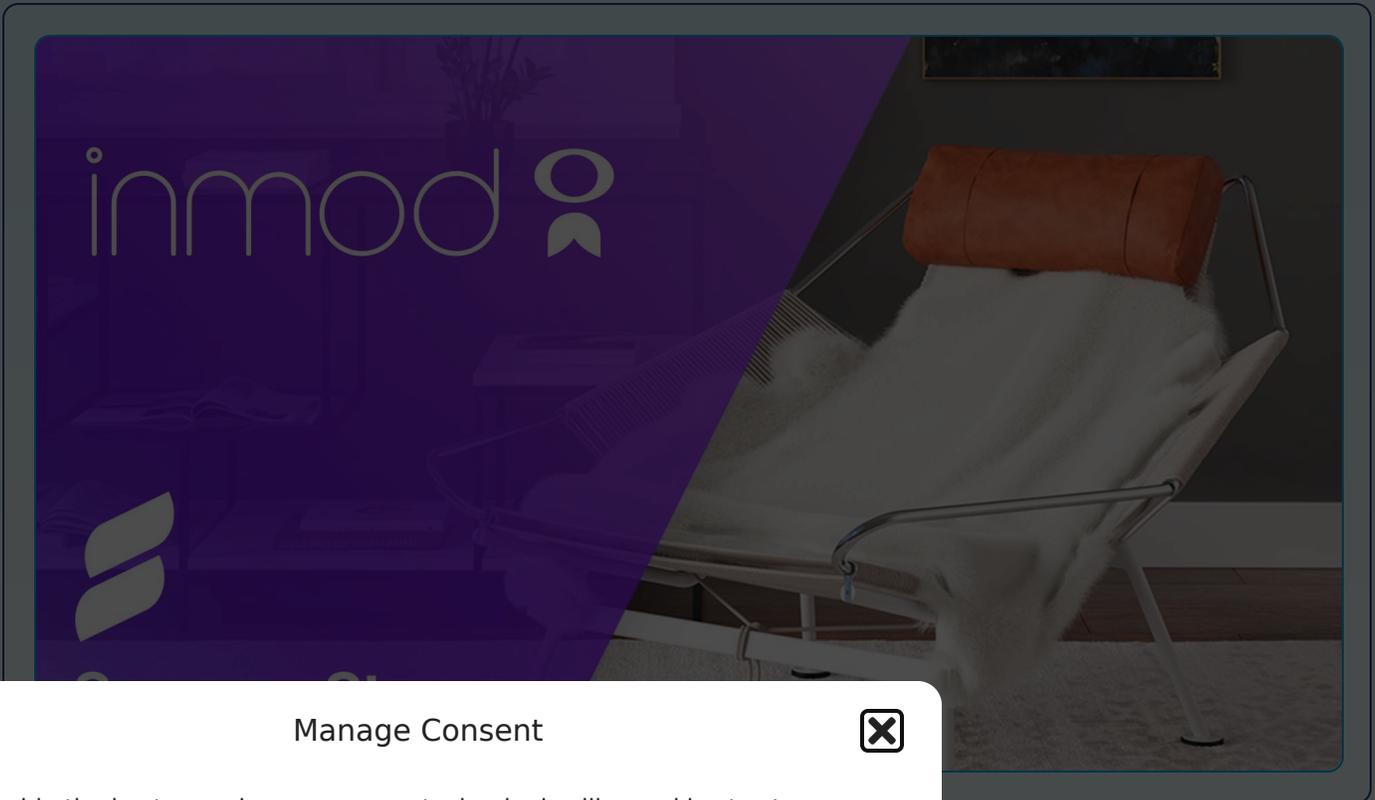
Get a demo



[Home](#) > [Resources](#) > [Case Studies](#) > [Inmod](#)

Inmod

Inmod applies Athos Commerce's boost rules and drag-and-drop controls to take the manual work out of merchandising their store.



Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Accept

Deny

View preferences

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



4.5x

More Value From Shoppers Who Used Search

"Making the switch to Athos Commerce was a great move for our business. The proof is in the numbers. We saw immediate results, and we've been able to continue fine-tuning and improving our shopping experience ever since."

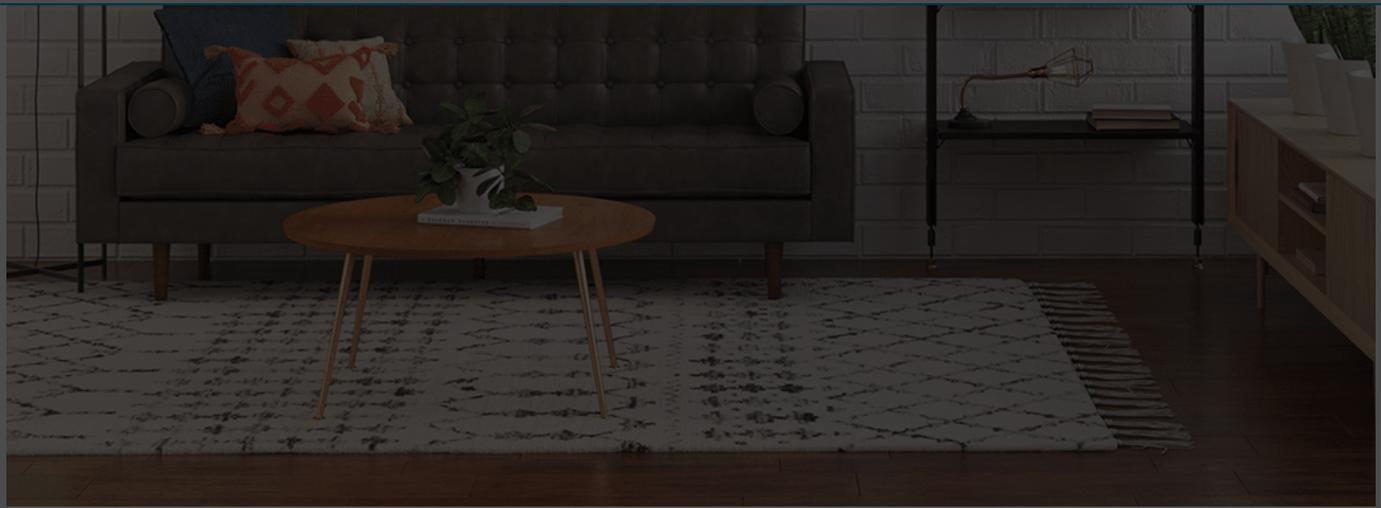
Brian Greenspan
COO, Inmod

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

[Get a demo](#)

The Brand

Inmod is an online retailer that specializes in furniture, lighting, and home decor. The store was founded out of a passion for iconic modern design and a determination to bring it to the masses. When the site first launched in 2003, shopping for furniture online was a relatively new concept. Delivering a tactile, service-oriented experience was a top priority for the business to drive ecommerce purchases, and remains a key focus of their strategy to this day.

"Our biggest differentiator is our customer service, that's our number one priority," says Brian Greenspan, COO at Inmod. "I think customer service gets lost these days, it gets outsourced, a lot of online stores don't even have a phone number anymore. For us, it's really important that everyone who purchases with us has a great experience, and customer service is a huge part of that."

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.



Get a demo



The Challenges

"Home Decor is a pretty saturated market, when we first started out we were one of just a few and now we're one of many," says Brian. "Being in such a competitive landscape, growth is very challenging and the industry is changing all the time. We know, for example, that we can't rely on organic traffic from Google in the same way that we used to. As an online retailer, you have to find alternative ways to bring customers to your site and keep them there."

Inmod tried various solution providers in the past to support their efforts to engage shoppers, but found that certain functionality was always lacking. "Previously, our site search wasn't living up to the standards we expected. We tried several solutions but they were always just missing the mark, I was never really happy with how they worked," says Brian.

Manage Consent



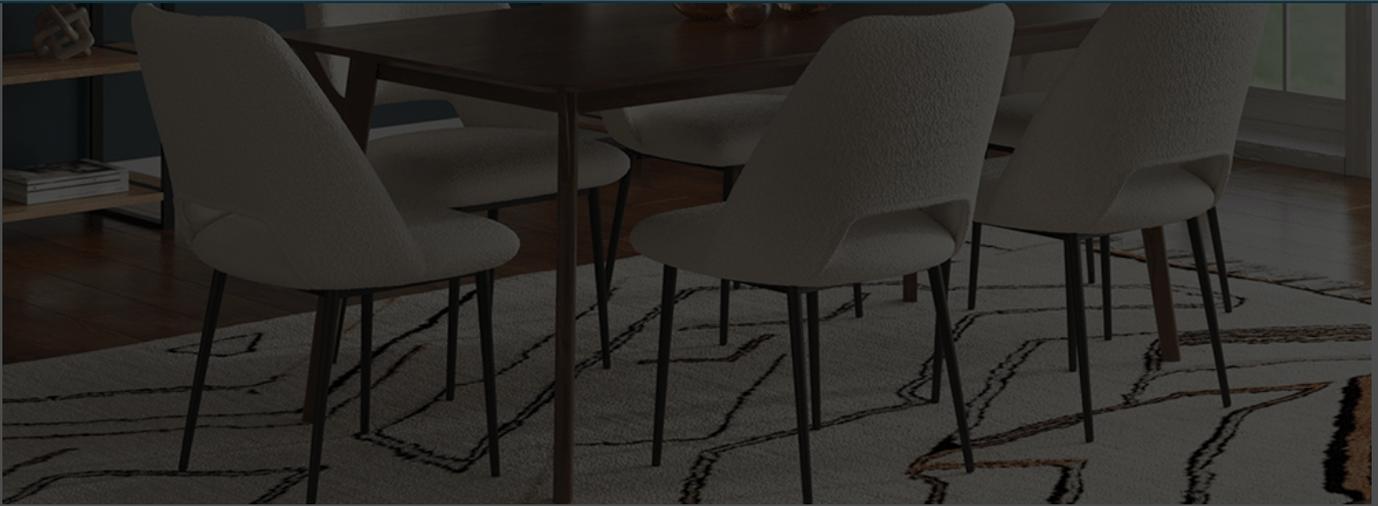
To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

...e've been on Yahoo since
...rrangement within the
...ns. When a friend suggested
...t of the tools that I hadn't



Get a demo



The Solutions

"Athos Commerce has given us much greater control over how products are organized on category pages. If we're running a sale, we can just drag-and-drop the relevant products to the top of the page. If something goes out of stock, we can automatically remove it. Not only is it a much better merchandising experience for our customers, it also saves my team a lot of time and manual work," says Brian.

Global boost rules enable Inmod to influence product arrangement on a site-wide basis, ensuring the store's house brand always takes precedence in search and category results. Additionally, landing pages allow the team to put a fresh spin on inventory and experiment with different approaches to product groupings.

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

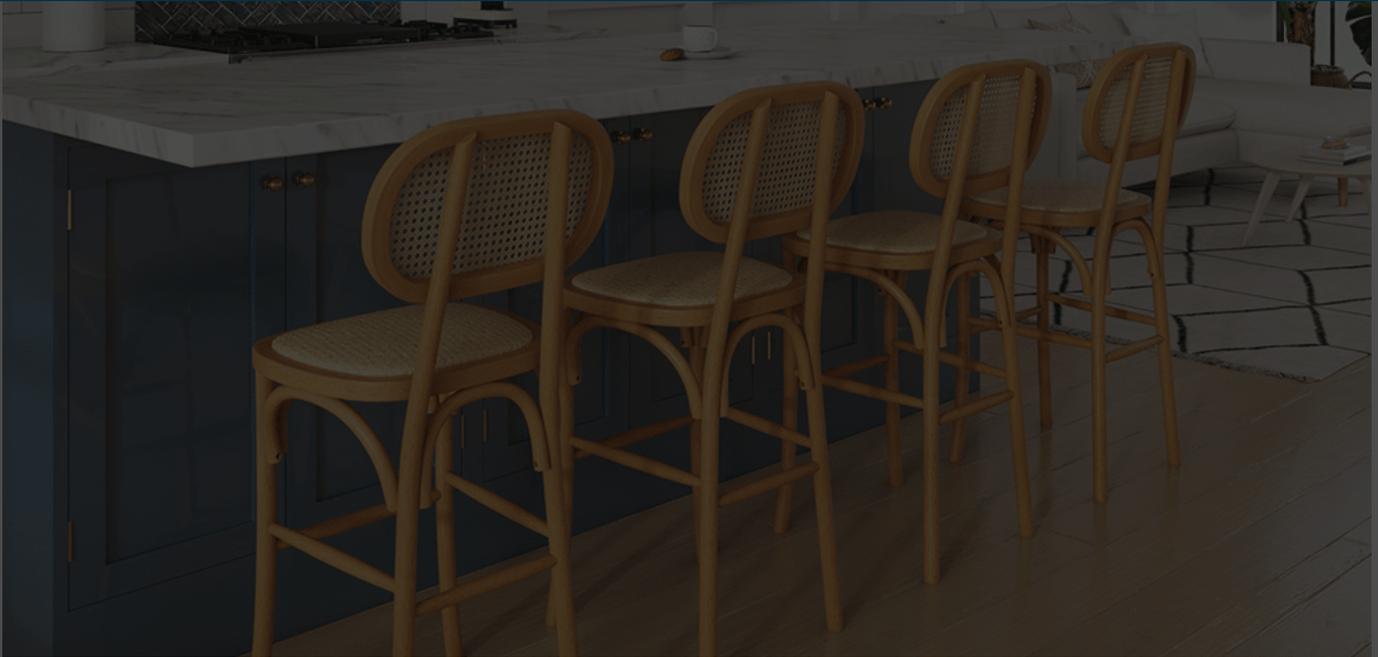
[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

to easily create landing
e. It means we can take
e, give that selection of
to market existing stock."

ppers locate the specific
products on our site, shoppers
site with a particular fabric
. Before we had Athos
ered cutting down our



Get a demo



The Results

"Making the switch to Athos Commerce was a great move for our business. The proof is in the numbers. We saw immediate results, and we've been able to continue fine-tuning and improving our shopping experience ever since. The platform gives us a lot more visibility than other solutions we've used," says Brian.

Share on social

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

best practices straight



Get a demo



Visit Website

Industry

Furniture & Home Decor

Platform

Yahoo

Solutions

Category Merchandising

Search & Autocomplete

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)