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ITS Case Study

ITS is a leading UK retailer of professional tools, serving a uniquely demanding discovery space: vast catalogues, deep brand loyalty, and shoppers who know exactly what they need. Athos Commerce gave ITS the flexibility and precision their merchandising team needed at the speed and scale their ecommerce engine demands.
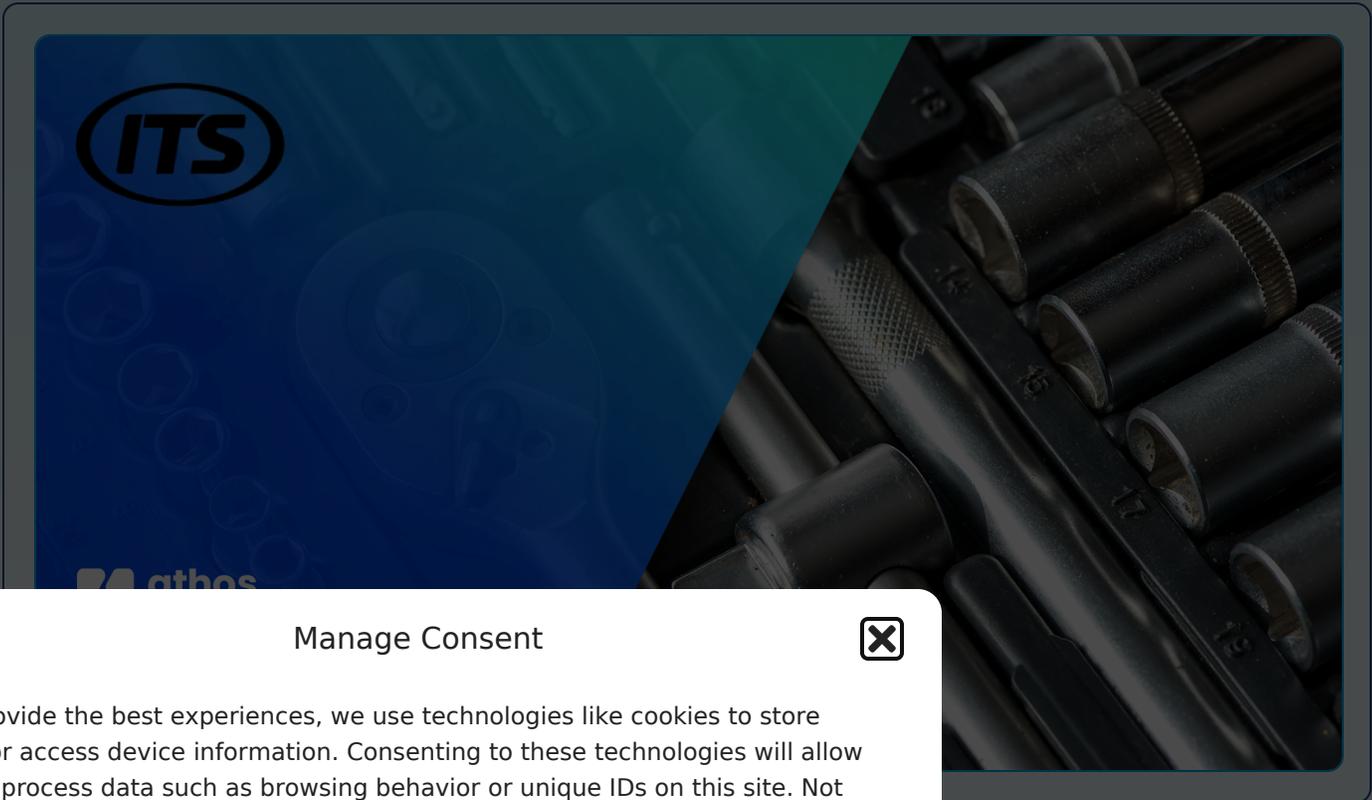
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The Brand

Founded in 1979, ITS has grown from a small local business into one of the UK's top destinations for professional power tools, accessories, and workwear. Catering primarily to tradespeople and DIY experts, ITS carries a 30,000-SKU product catalogue that includes top global brands and a loyal customer base with high expectations for speed, accuracy, and service. In an industry where product knowledge runs deep and competition is fierce, ITS stands out with fast delivery, competitive pricing, and a sharp focus on customer experience.
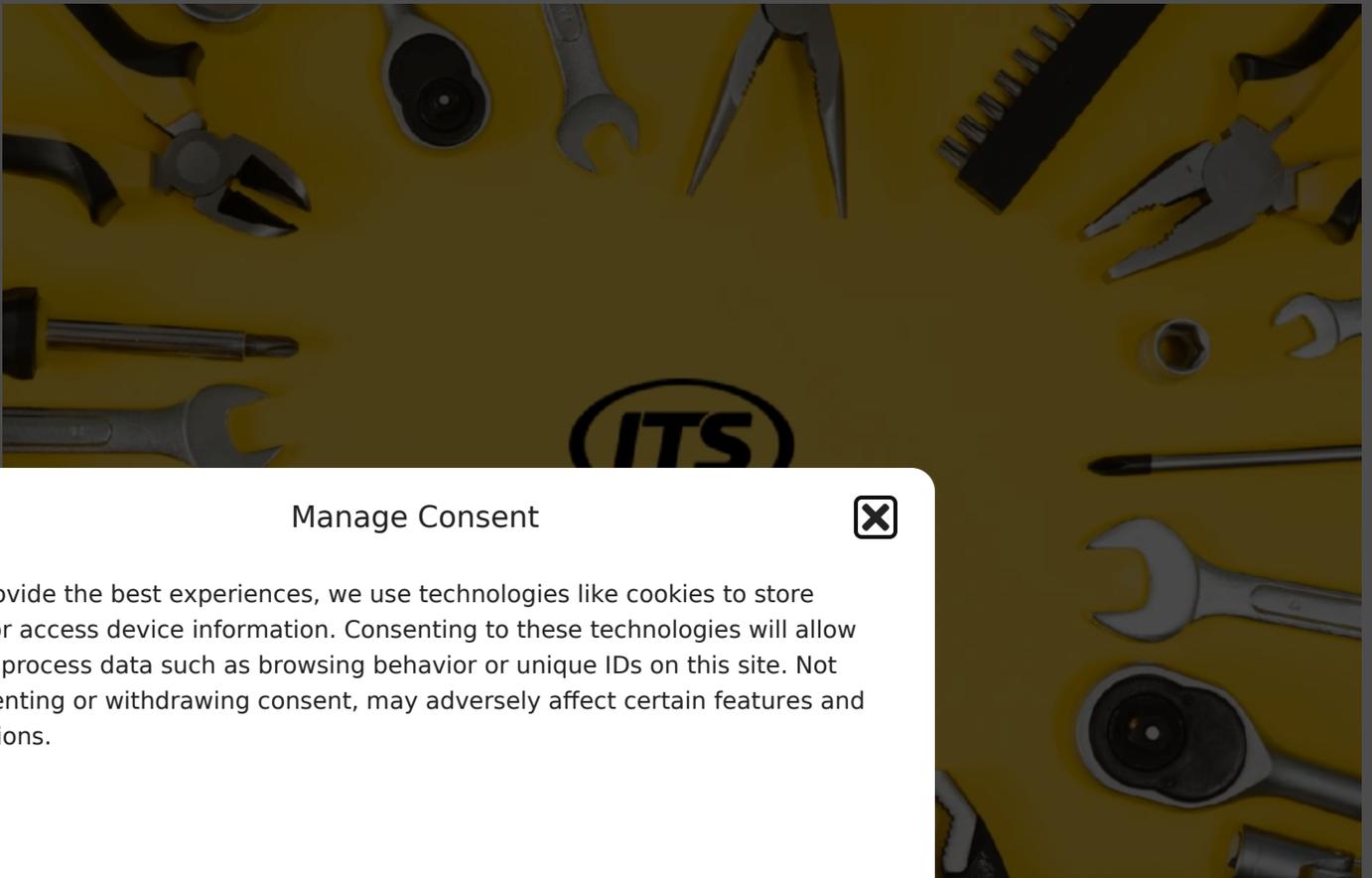
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ITS needed a search and merchandising solution that could keep up with its large-scale

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> We're not just selling our own product range — we sell multiple brands, with multiple names for the same tools. The automation we tried from other platforms just didn't work. We needed something that let us take control.

Richard Hughes
Ecommerce Director at ITS

ITS wanted more than automation—they needed a platform that could blend intelligence with hands-on precision. With complex naming conventions, overlapping categories, and a customer base that often knows exactly what they're looking for, rigid systems were slowing them down.

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The Solution

ITS evaluated nearly a dozen search and merchandising platforms. Most leaned too heavily on black-box automation or lacked support for both search and category-level merchandising.

Athos Commerce stood out by delivering:

- The ability to balance AI-driven automation with full manual control
- Deep search and category merchandising capabilities
- Seamless integration with BigCommerce, right out of the box

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want to automate, we can."

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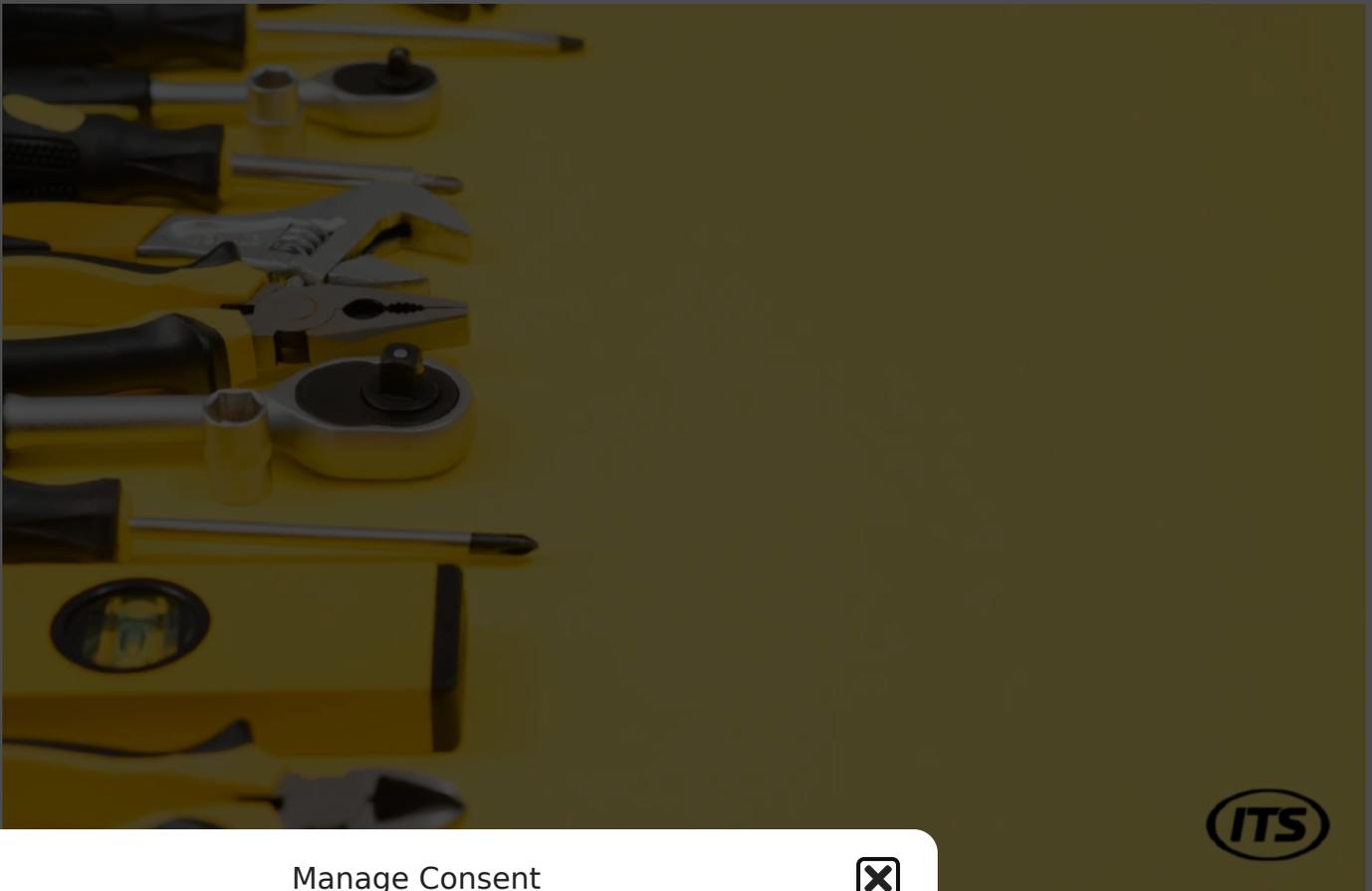Cookie Policy   Privacy Policy   Impressum

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and then let them run with it. That's probably been the biggest unexpected benefit—how quickly they took to it.

Richard Hughes
Ecommerce Director at ITS

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- Search shoppers spent more in 2024, with average order value (AOV) rising from $239 to $250 year-over-year.

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"I'm most proud of the success we've had with promotions since implementing the platform," said Hughes. "The team can quickly analyze page interactions, swap products, change the layout, and refresh the page mid-campaign. It's made a real difference."

Looking ahead, ITS is exploring AI enhancements, but only where they add true value without compromising control. As the business grows, their focus remains clear: deliver a fast, frictionless shopping experience with full ownership of the customer journey.

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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Sign up to our register of resources filled with current best practices straight

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