athos commerce

Get a demo

Jameco Case Study

Jameco Electronics Teams Up with Athos Commerce and Coalition to Supercharge Product Discovery and Conversion
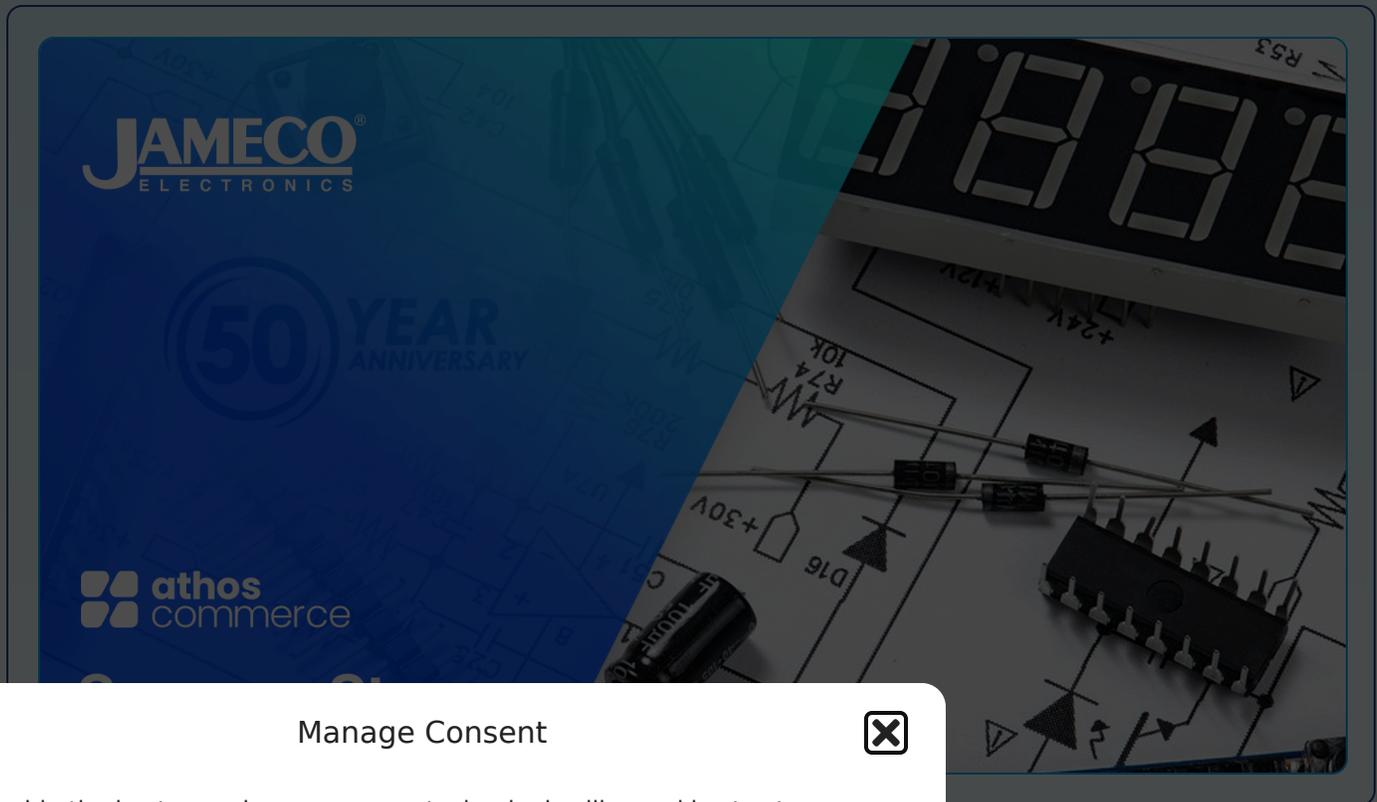
---

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

athos
commerce

Get a demo

64%

Total Revenue from Search

The Brand

Founded in 1974, **Jameco Electronics** has long been a trusted distributor of electronic components, power supplies, and tools for engineers, educators, and makers. With over 70,000 products in stock, Jameco is committed to keeping innovation accessible and affordable—serving hobbyists and large-scale manufacturers alike.

But as the company expanded its product catalog and digital footprint, its on-site search and merchandising experience began to fall short of customer expectations.

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

The Partner

To modernize their ecommerce experience, Jameco turned to **Coalition Technologies**—a leading web design and development firm and full-service digital marketing agency known ~~leading web design and development firm and full-service digital marketing agency known~~ Since 2009, Coalition has SEO, PPC, email marketing,

with **Athos Commerce** Together, they aimed not just discovery and customer

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 support Jameco's growth goals, we needed a best-in-class product discovery solution. Athos Commerce's powerful search,

![athos commerce logo]

Get a demo

Coalition Technologies

The Challenges

Jameco faced several interconnected challenges that limited both conversion rates and customer satisfaction:

- **Irrelevant Search Results:** Customers often saw unrelated items—or worse, no results at all—even when the product was available. This disconnect led to frustration and likely lost sales.
- **Lack of Merchandising Control:** Jameco couldn't easily prioritize best sellers, promote overstocked items, or highlight seasonal products on search or category pages. The experience was static, and business priorities couldn't be reflected in real time.
- **Limited Insights:** The team had little visibility into customer search behavior, conversion drivers, or friction points—making optimization more guesswork than strategy.

"

Before Athos Commerce, we knew our search wasn't working at its full potential—but we didn't have the tools to fix it. We couldn't fine-   and what shoppers   what our

Get a demo

The Solution

With Coalition Technologies managing implementation, Jameco adopted **Athos Commerce's** comprehensive suite to elevate site search, merchandising, and

rch indexing and
qualified organic traffic and
updated ecommerce

Smarter Search & Merchandising

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

always find relevant products—even with unexpected queries.

performance, or seasonal campaigns—without needing developer support.

Enhanced Personalization

With personalized recommendations and targeted banners based on real-time behavior, Jameco created a more intuitive and engaging shopping journey that increased conversion potential and average order value.

Actionable Insights

Athos Commerce delivered a new layer of visibility. Jameco could now track high-performing keywords, analyze customer behavior, and make **data-backed decisions** to optimize performance continuously.

> "
>
> Athos Commerce gave us the control we were missing. Now we can elevate the right products at the right time, respond to shopper behavior instantly, and actually see what's driving conversions. It's made a huge difference.
>
> **Angela Avanzino**
> Director of Marketing, Jameco Electronics
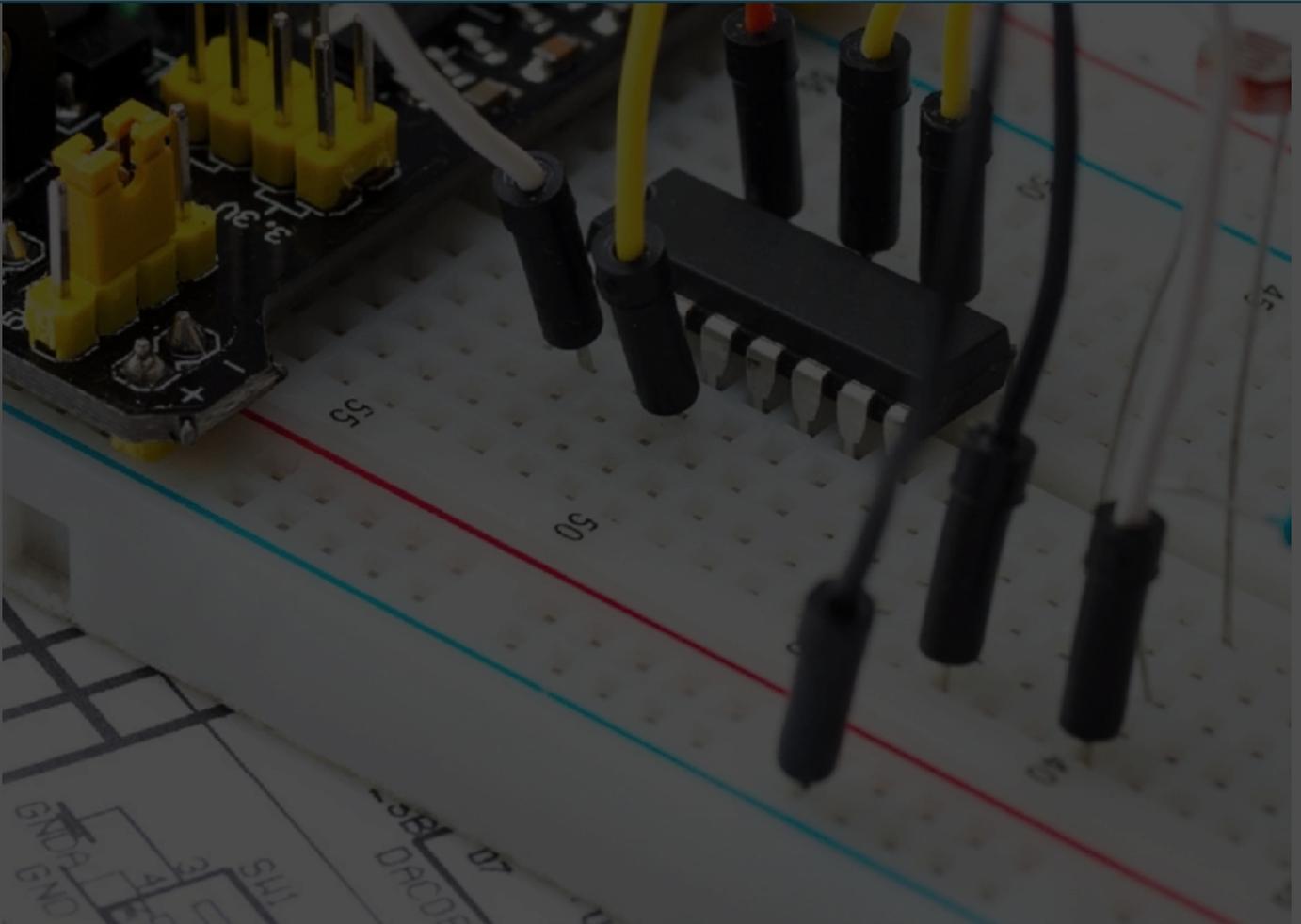

Manage Consent   ✕

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

athos
commerce

Get a demo

The Results

Just weeks after implementing Athos Commerce, Jameco saw tangible improvements in both user experience and business outcomes:

with on-site search.

ith search—demonstrating

hym mapping and enhanced

endations and dynamic

eco to pivot strategies

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

athos
commerce

Get a demo

growth. Contact us today to start optimizing your store for success.

Share on social

Want to keep tabs on us?

Sign up to get a variety of resources filled with ecommerce best practices straight to your inbox.

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

Solutions

athos
commerce

Get a demo

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

athos
commerce

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

athos
commerce

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

athos
commerce

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