



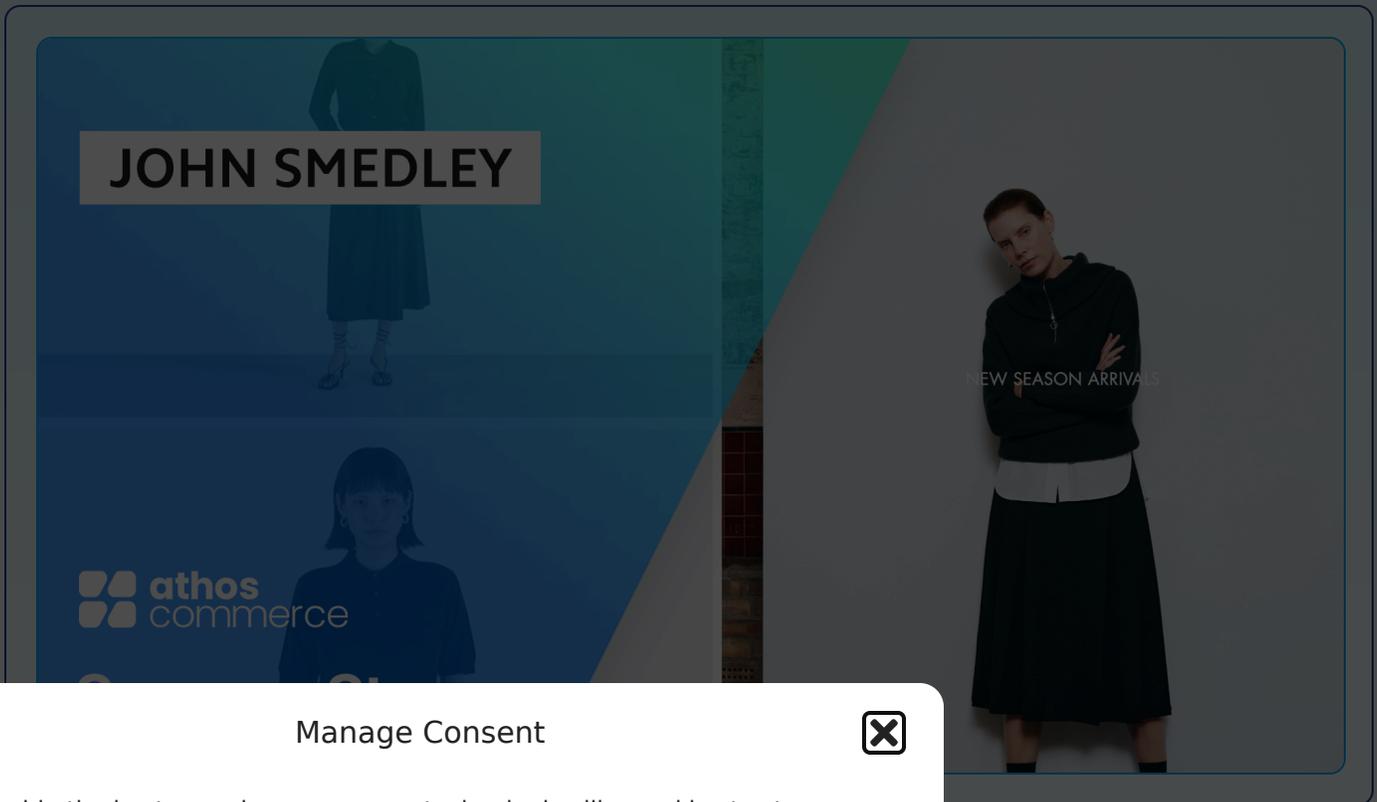
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# John Smedley Case Study

Discover how John Smedley achieved a 300% increase in search-led revenue with Athos AI-powered search, merchandising, and recommendations.



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+17%

year-on-year increase in conversion rate

## The Brand

John Smedley, a renowned British knitwear brand with a heritage spanning over two centuries, sought to enhance their shopping experience in alignment with their brand's high-quality standards. With a diverse and often intricate product catalog, they required a solution that could cater to their customers' needs with precision, speed, and efficiency. To meet these goals, they worked with their agency, Williams Commerce, to deploy Athos AI's full suite of ecommerce discovery technology: Smart Search, Smart Product Recommendations, and Smart Category Merchandising

## The Challenge

John Smedley was experiencing several ecommerce challenges, particularly around

Austin, Head of Ecommerce  
g to find exactly what they  
n rates."

nd product recommendations  
ed to showcase their wide

tions to address these  
for a more intelligent solution

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capabilities and Natural Language Processing.

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Since implementing Athos, John Smedley has seen a remarkable transformation in their ecommerce performance. Athos' intuitive interface and powerful AI capabilities have allowed the brand to connect customers with their desired products seamlessly.

”

We can now provide our customers with a much more intuitive shopping experience. The search functionality has improved significantly, allowing users to find what they're looking for.

**Jamie Austin**

Head of Ecommerce Operations, John Smedley

Jamie emphasized how the enriched product discovery experience benefits from Athos' additional features: "The color enrichment and color normalization tools have also helped ensure that customers see products in the correct shade, regardless of how they search or filter the catalog."

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## Search results for: 'berry'

PRODUCTS (32)   ARTICLES (0)



Athos' product recommendations engine has been instrumental in helping customers discover complementary products. John Smedley has been able to leverage AI to display relevant product suggestions across the site, increasing the likelihood of customers finding products they hadn't originally considered. This, paired with category merchandising, has allowed them to create more visually impactful and customer-centric product listings.

One significant success has been with the "You May Also Like" recommendation block on the product detail page. Displayed at the moment when customers are deeply engaged with a specific product, this recommendation block has shown the highest click-through rate across all recommendation placements. "This strategic placement is about meeting customers when they're most interested in related items. By displaying similar or complementary products on the product detail page, we effectively tap into the customer's interest at a key moment." Jamie Austin, Head of Ecommerce Operations at John Smedley.

In addition to the product detail page, John Smedley applied the same "You May Also Like" recommendation block on the category page. This placement achieved the highest click-through rate and the highest purchase intent. It's a strategic placement that gives customers more chances to boost average

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## Feature Focus:

### Category Merchandising with AI and A/B Testing :

Klevu's Smart Category Merchandising feature has played a critical role in optimizing John Smedley's category pages. Recently, the brand began experimenting with A/B testing, using Klevu's A/B Testing tools within category merchandising to understand the impact of product order based on pricing sensitivities. This initial test involved showing 50% of visitors the lowest-priced items first and the other half the highest-priced items.

”

We wanted to understand how price presentation impacts conversion and engagement. This experimentation, powered by Athos' boosting rules, is helping us align our

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ations work from the data, recommendations to achieve

- 300% increase in search-led revenue in September since switching to Athos.



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Looking ahead, John Smedley plans to continue fine-tuning their ecommerce strategy with the help of Klevu's technology. They are focused on expanding their use of category merchandising and further refining the way product recommendations are displayed to better serve their customers. "We're still exploring the full potential of the platform," Austin noted. "The next step is to experiment with how we can continue to personalize the shopping 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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