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Jonathan Adler

Jonathan Adler uses Athos Commerce to control the shopper journey, ultimately delivering a more seamless and accurate online experience.
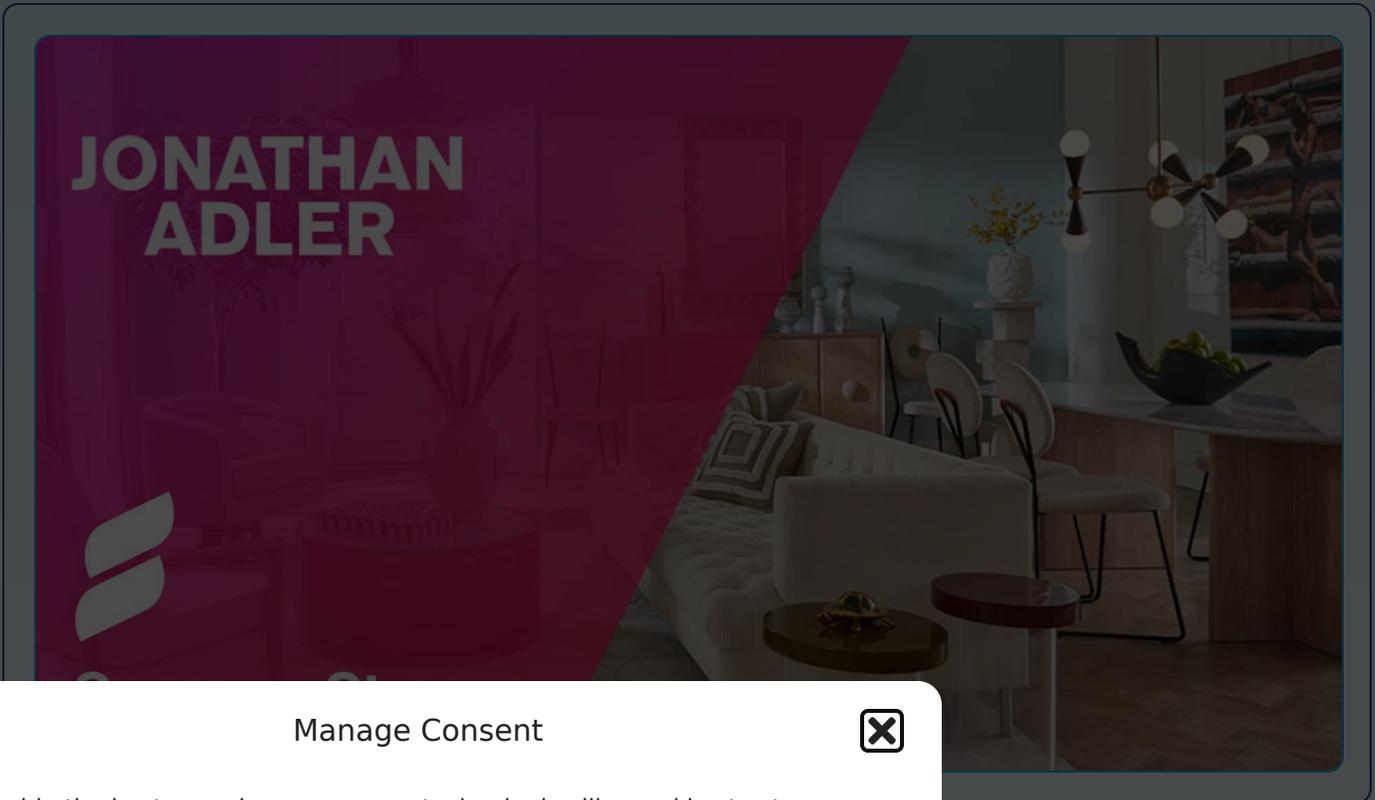
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34%

Revenue Attributed to Search

> *"Athos Commerce and its partner team have worked tirelessly to build a level of trust and familiarity with the Verbal+Visual team and the clients we work with."*
>
> **Anshey Bhatia**
> CEO, Verbal+Visual

JONATHAN

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The Brand

Potter, designer, and author Jonathan Adler launched his namesake brand after leaving his day job to pursue his first love: pottery. In 1993, Barneys bought his collection of ceramics, and five years later, he opened his first store in Soho.

Today, Jonathan Adler is a design company with retail locations worldwide, a thriving ecommerce site, a full slate of residential and commercial projects, and a global wholesale business. They strive to create luxe and livable interiors that are seriously designed but don't take themselves too seriously.

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The Partner

Verbal+Visual builds and accelerates the growth of the world's leading commerce brands. They work at the intersection of human-centered design, strategy, technology, and sustainability to create commerce experiences people love.

Verbal+Visual helps its clients to identify unmet needs in the market and convert them into powerful revenue opportunities while reducing their carbon footprint at scale. Together, Verbal+Visual and their clients make commerce that matters.
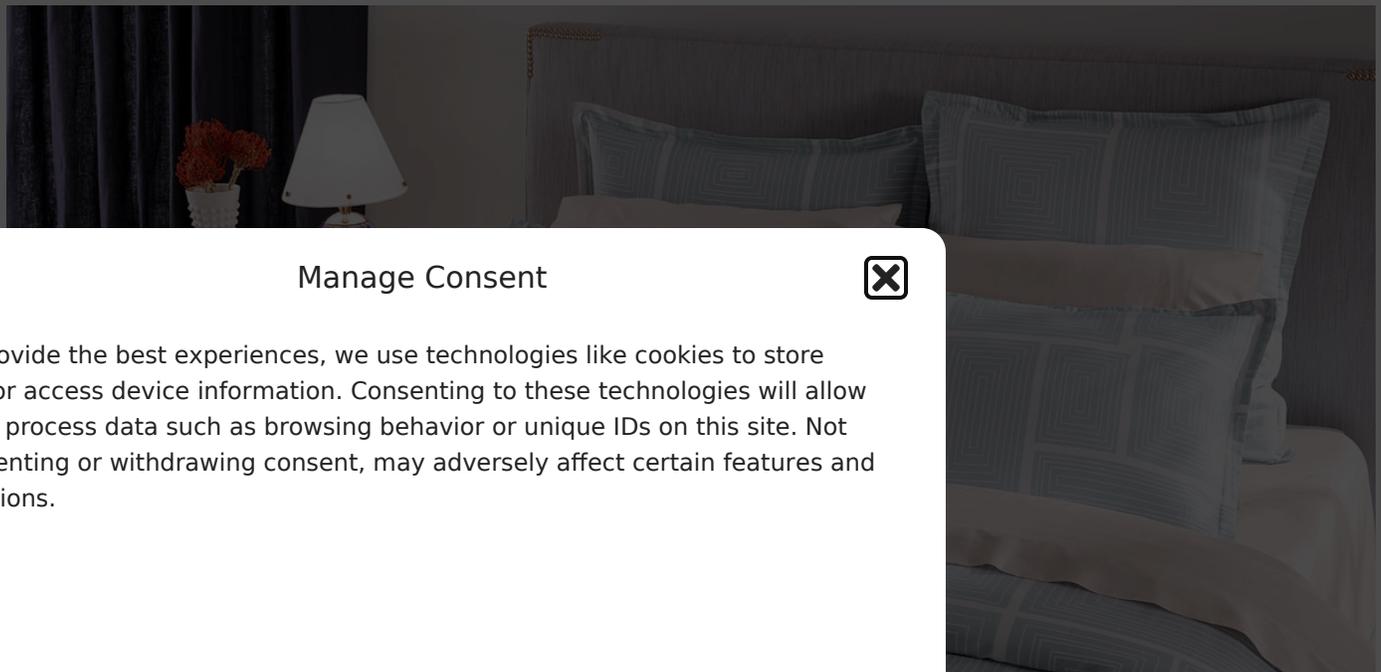
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Struggling with their current tech stack and ecommerce platform, Jonathan Adler's team

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The manual task of merchandising a large catalog of products was time-consuming and tedious. Their current process also meant the possibility of out-of-stock items still being shown to shoppers.

The Solutions

grate the global
er to bring its distinct

s robust solutions were the
team worked closely with

nd collection, enabling
oducts that fit their individual

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goals. With global boost rules, the team was able to ensure inventory accuracy during the shopping journey.

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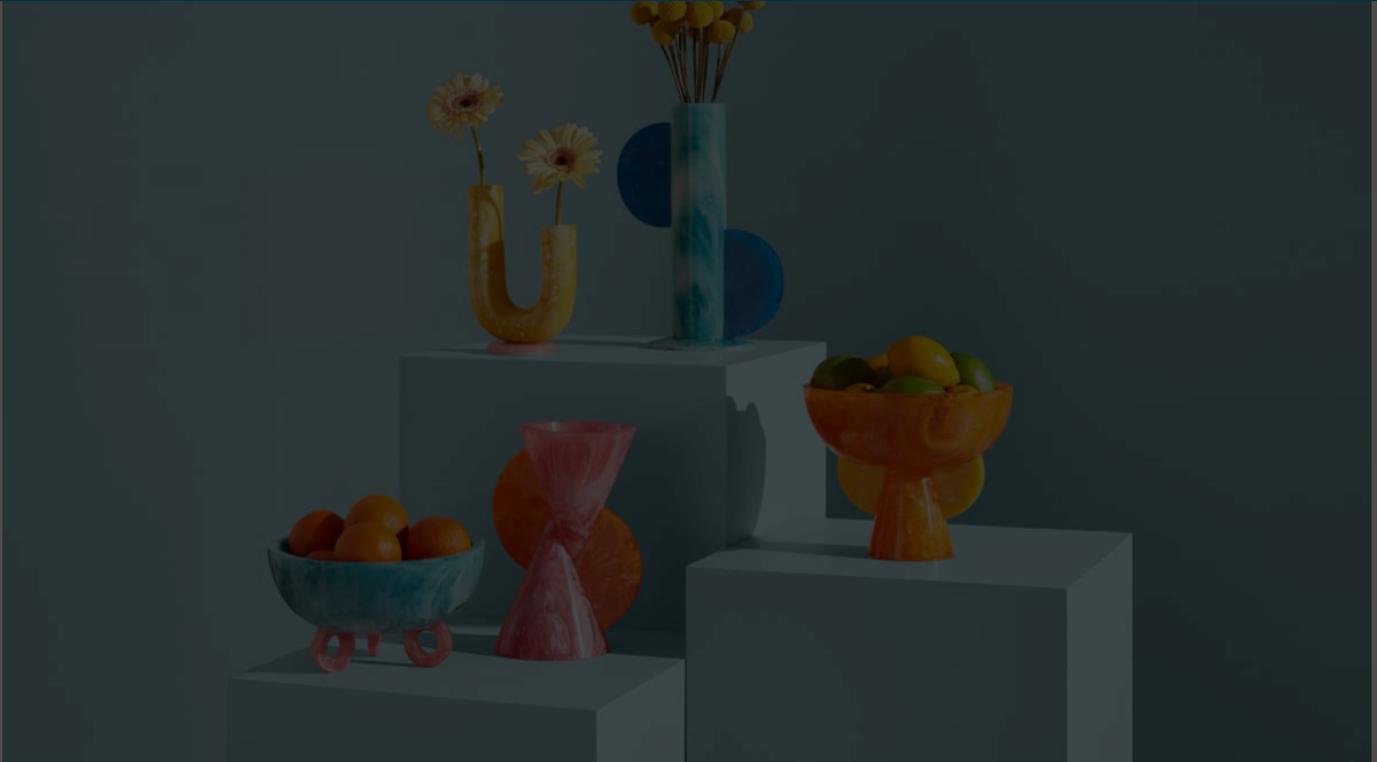
The Results

"Athos Commerce helps us to ensure that every part of a customer's time on a site is valuable", says Sarah Freiser, Senior Product Manager, Verbal+Visual. "It empowers shoppers to dig deeper, discover products that are relevant to them, and ultimately encourages them to convert."

During the 2021 holiday season, Jonathan Adler's site saw that 13% of their shoppers used [...] erall revenue. They also [...] urchase than shoppers who

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