



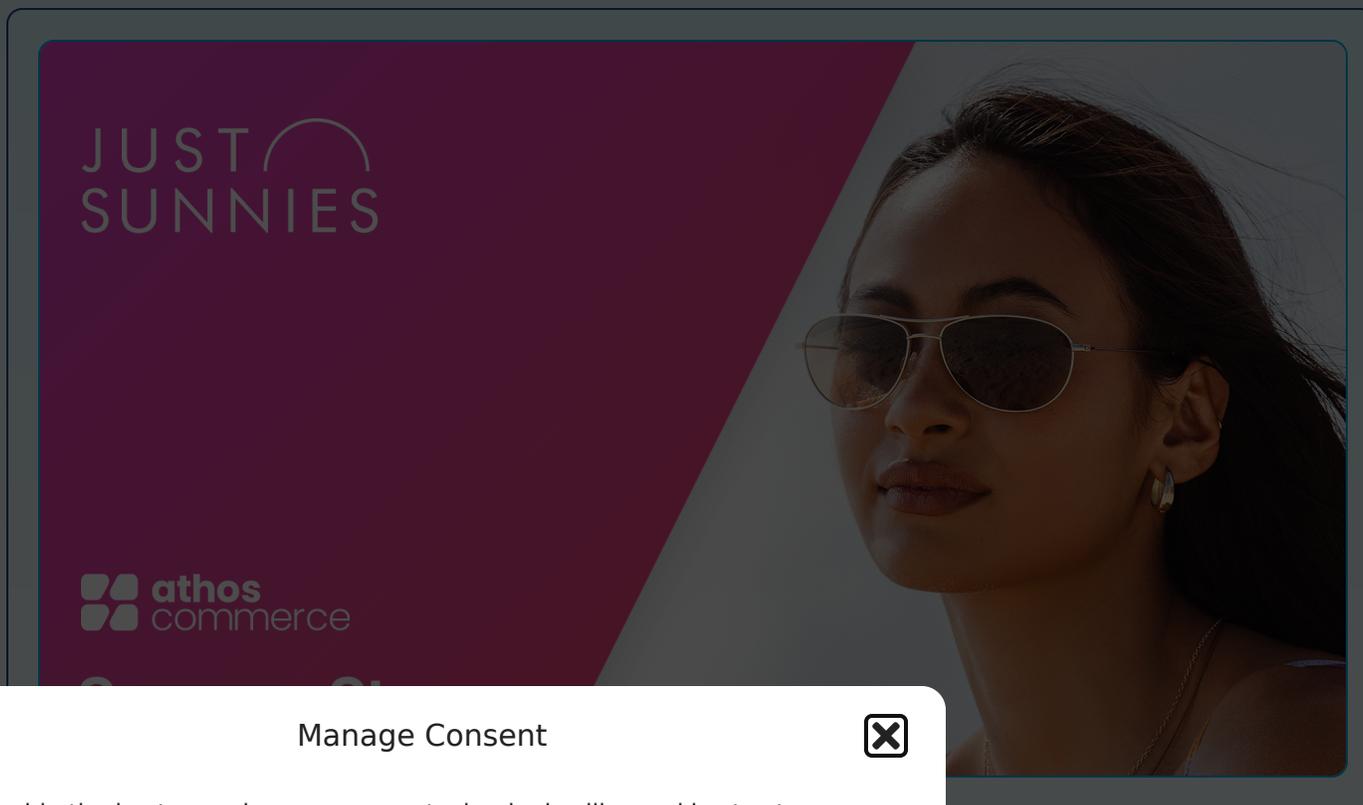
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# Just Sunnies Case Study

Athos Commerce helped Just Sunnies enhance product discovery pre-visit and boosts conversions by optimizing the entire customer journey.



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100%  
**11%**

increase in average order value

Just Sunnies is Australia's leading online destination for sunglasses and prescription eyewear. With support from Athos Commerce, the brand has elevated its customer journey —enhancing product discoverability even before shoppers reach the site and driving stronger conversion rates once they do.

”

We're proud of how far we've come in elevating the online shopping experience. From delivering smarter, more relevant product discovery to giving our team greater control over merchandising, Athos Commerce has helped us create a more intuitive, customer-first website that we're genuinely proud of.

Laure Serreson

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small family-run business  
impressive selection of both  
40 global names, including

with both prescription and non-prescription options, making it easy to shop eyewear that blends style with serious sun protection.



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channel, focusing on meeting customer needs through relevance and personalization. That said, in-store engagement is strong, particularly at the shoppable showroom at their Burleigh Heads location, which has become a local favorite among sun-savvy shoppers.



## The Challenge

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journey that reflects its core that at scale—and across a

difficult. Just Sunnies carries styles, color variants, and lens, navigating that kind of major barrier to product

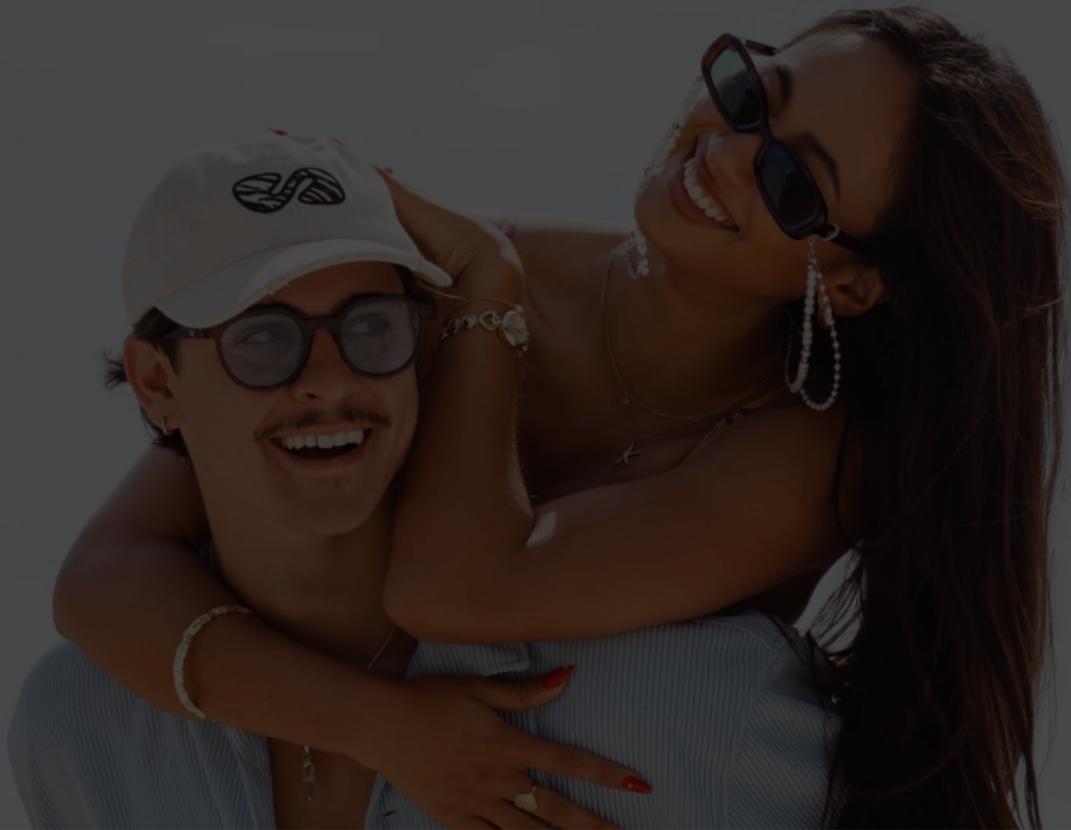
less intuitive than it could be, and opportunities to showcase complementary products or direct shoppers to related content were often missed.



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find what they were looking for quickly, and the manual nature of merchandising made it difficult to scale or personalize the experience. Much of the merchandising effort relied heavily on the web development team, limiting the agility and responsiveness the business needed to grow.



## The Solution

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and merchandising  
its ability to support  
the strength of its search and

searchspring platform. Its  
and seamless integration with  
with the company's goals. In  
as an industry leader and

to strong support, driving more key factors in the decision-making process.

web development team. Together, they ensured a seamless integration and delivered tailored customizations to suit the unique requirements of the business.



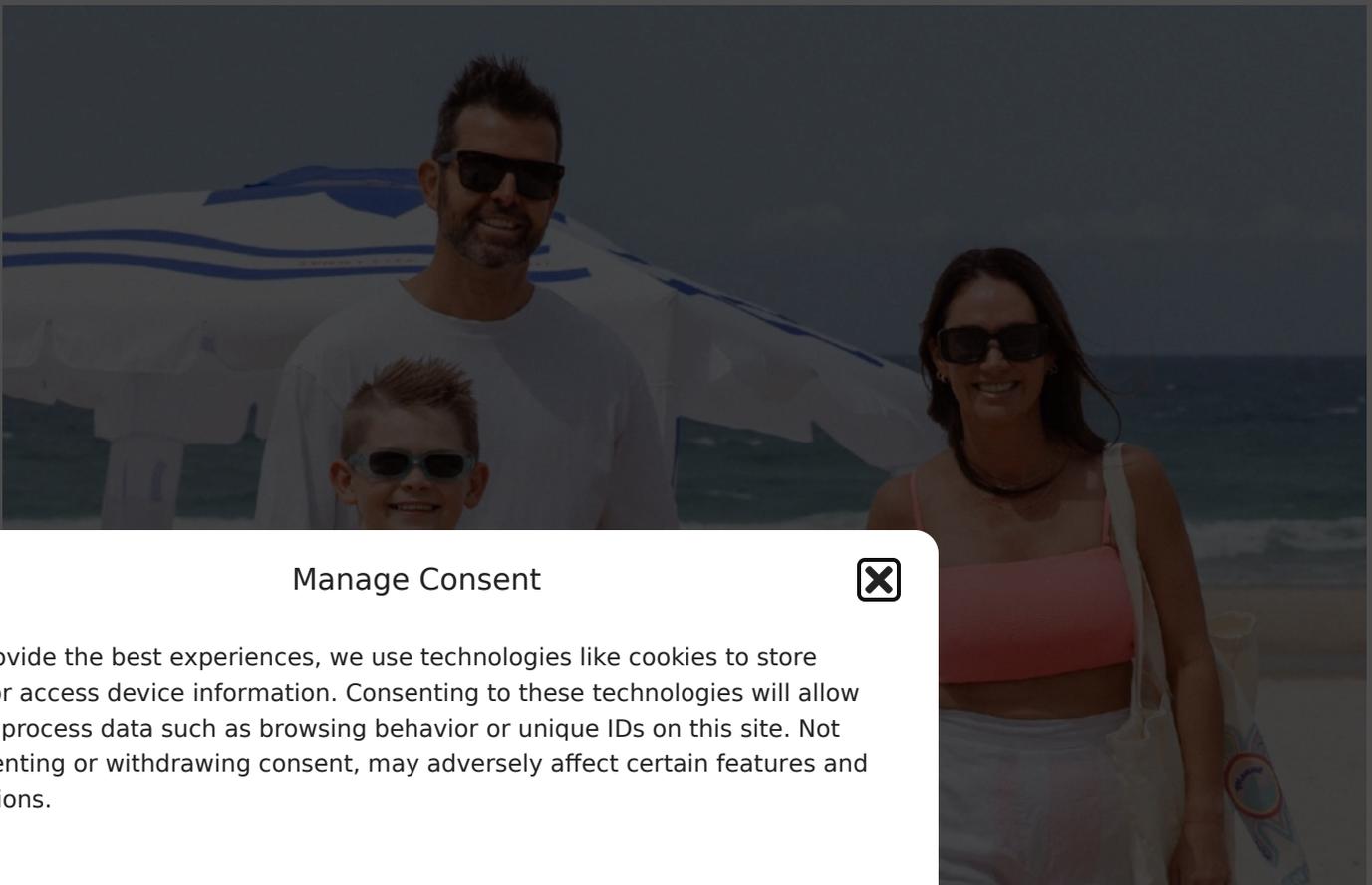
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product recommendations, and category merchandising. The Searchspring platform has also enabled the implementation of custom features, such as dynamic promotional pricing displays during sales events, which had previously been difficult to achieve.

Just Sunnies leverages the platform's analytics tools to continuously experiment and refine its merchandising strategies. This includes tailoring search results to surface trending or seasonal products, spotlighting featured items during brand campaigns, and making real-time updates across high-traffic pages to improve visibility and engagement.

The team is also tapping into Athos Commerce's AI-powered tools to deliver personalized experiences across both search and category pages. A/B testing capabilities have allowed Just Sunnies to trial different sorting logics, better understand shopper behavior, and optimize the product display order to support the customer journey from discovery to conversion.



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rates have increased by 16% since implementing recommended product carousels, while average order value has grown by 11% over the past 12 months. Bounce rates on high-traffic



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Search is also playing a powerful role in driving performance for Just Sunnies. Thanks to the platform's intelligent search capabilities, 26% of all orders now originate from search, contributing to an impressive 29% of total revenue. It's not just a feature—it's a key revenue driver.

Searchspring makes it easy for shoppers to filter through Just Sunnies' extensive range and quickly find exactly what they're seeking. From intelligent search results and tailored category merchandising to personalized product recommendations, the platform simplifies a complex catalogue and presents products in the most relevant and engaging way possible. It's not just about surfacing products—it's about surfacing the right products for the right customer, every time.

Operationally, the team has significantly reduced its reliance on developers by upskilling internally and fully embracing the platform's intuitive merchandising tools. This shift has enabled faster, more strategic updates across the site, from launching new products to managing seasonal promotions and stock rotations with ease.

Customer experience has also improved. Shoppers are finding relevant products faster and with fewer barriers, whether through intelligent search or tailored product recommendations. The customer service team has reported a noticeable drop in "can't find it" support inquiries, indicating that product discovery is now more intuitive and effective across the site.

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easy and intuitive  
Commerce has  
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able tool in our  
to guide in-store  
their needs.



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## Next Steps

Looking ahead, Just Sunnies is partnering closely with Athos Commerce to deepen the integration between the Searchspring platform and their marketing tools. A key focus is linking Searchspring's capabilities with Klaviyo to incorporate real-time promotional price drops into email campaigns. This will allow Just Sunnies to notify customers when items in their cart or wishlist go on sale, driving stronger re-engagement and higher conversions.

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and unchanged since their initial  
ing a one-click search  
s even before users begin  
ng customers to popular  
teraction.

es, especially those designed  
g experience. Enhancing



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in-store touchpoints—ensuring customers find exactly what they need quickly and confidently.

”

The platform is so much more than a search and merchandising tool. It’s now deeply embedded in how we display and promote products. We’ve unlocked features we didn’t think were possible and gained deeper insights into our customers’ behavior. It’s been a key driver in enhancing both the front-end experience and our internal capabilities.

**Laura Sorensen**

Digital Marketing & Ecommerce Manager, Just Sunnies

*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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BigCommerce

## Solutions

Category Merchandising

Personalization

Search & Autocomplete

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