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KicKee Pants

KicKee Pants Leverages Enhanced Search and Robust Merchandising Capabilities to Drive Higher Customer Engagement and Revenue
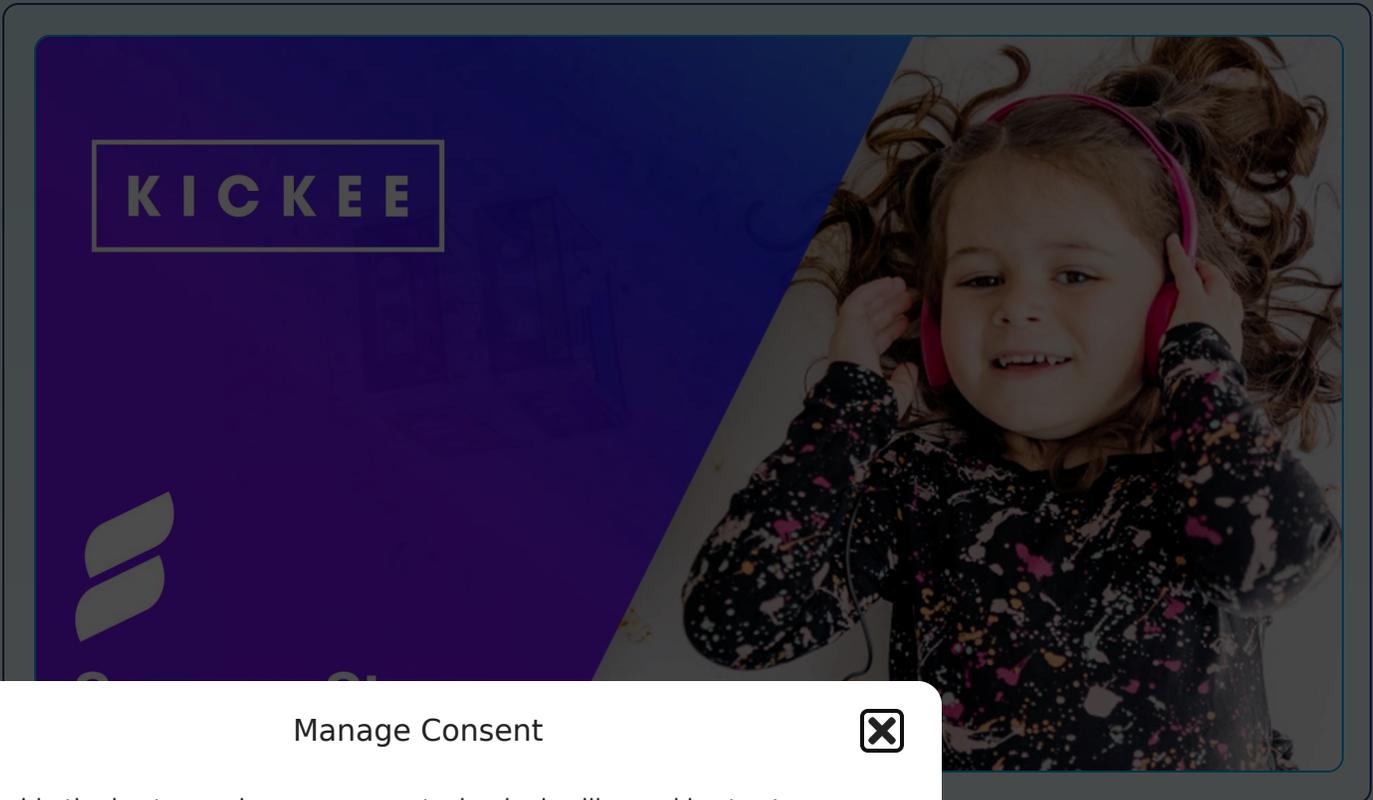
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35%

Online Orders Generated from Search

2.7x

Higher Revenue Per Visit

"Athos Commerce has been a true time saver for our team. We can create dynamic rules that arrange products for us and feel confident in knowing that our shoppers find the right products every time. We highly recommend Athos Commerce for brands that are looking to enhance their online experience and see real results from it."

Kristal Smith
Head of Web Development, KicKee Pants
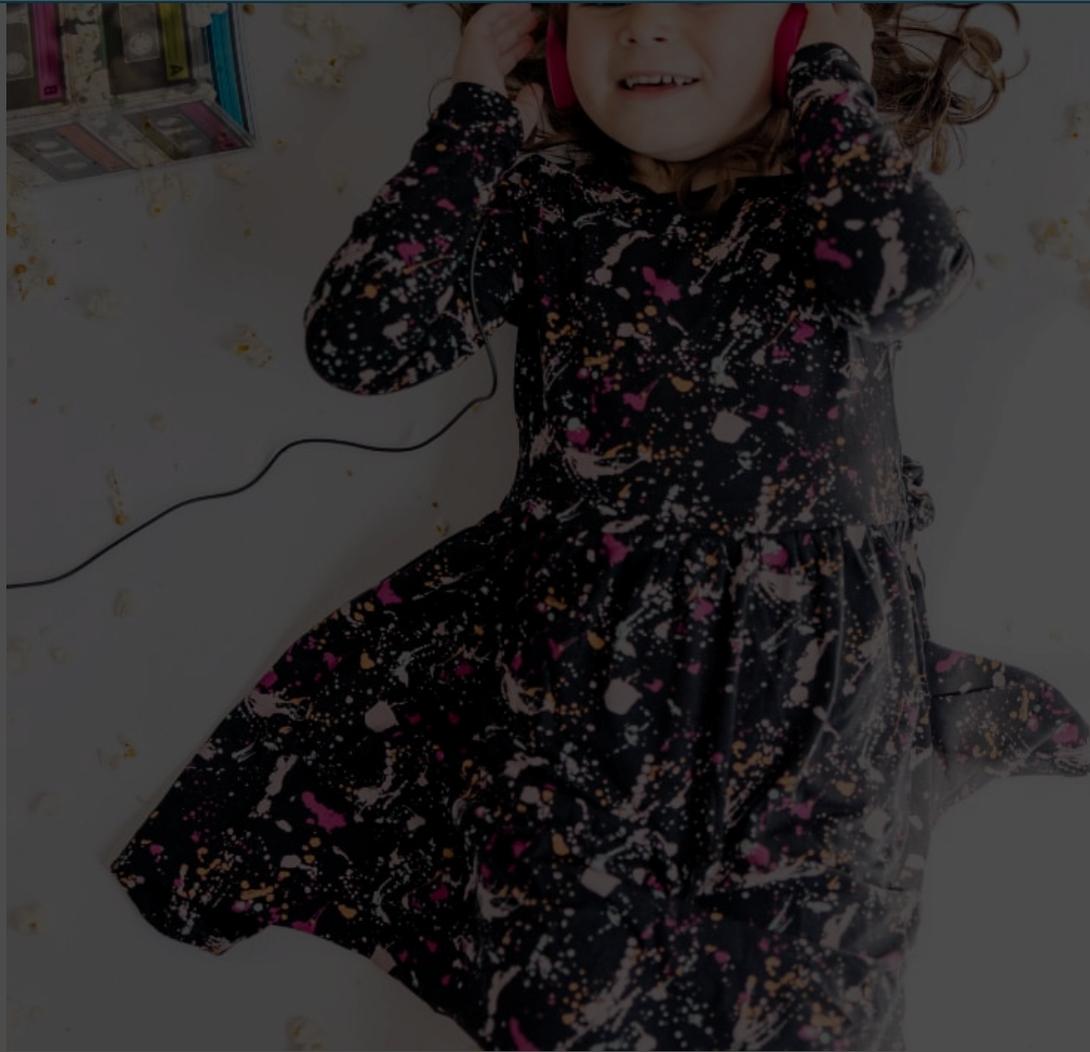
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The Brand

...es in producing high-quality,
...nd children.

...eptionally soft-to-the-touch,
...bamboo fabric. Later
...g for the whole family.

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The Partners

...t believes in blending the

...insights. Leveraging

...e, Praella takes full

...lus has to offer.

...es to strengthen their

...s for loyalty, SMS marketing,

...nning, cohesive customer

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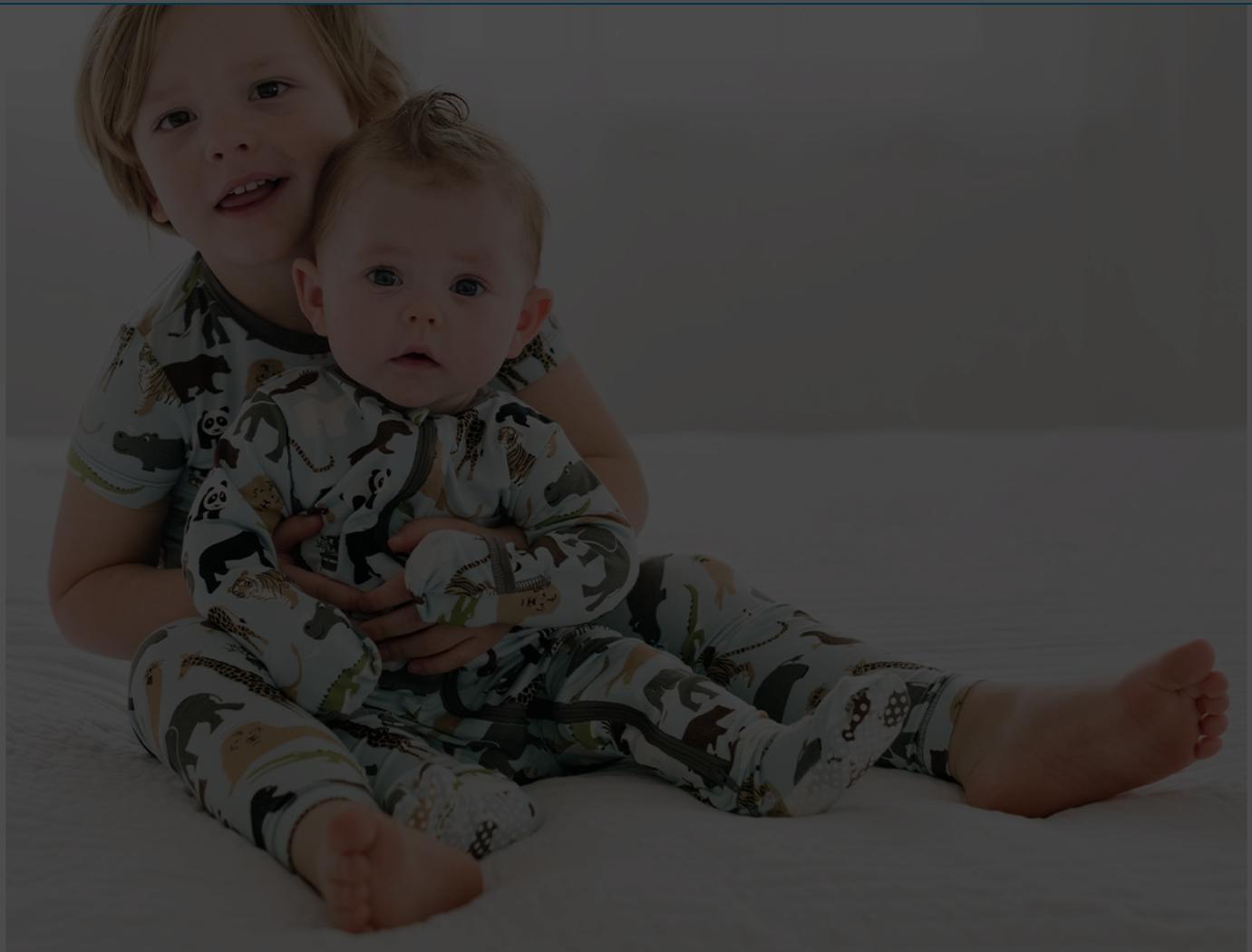
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The Challenges

sizes, making the ability to important. However, this product arrangement

' shoppers had to scroll sizes for their needs.

ts for their shoppers, making or. And with frequent stock

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s partnered with Athos
ng capabilities – ultimately
overall revenue.

d KicKee Pants identify
elevant set of products with

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relevant pages. Streamlined filtering options have also been added, such as gender, size, and fabric, helping customers narrow down their search much faster.
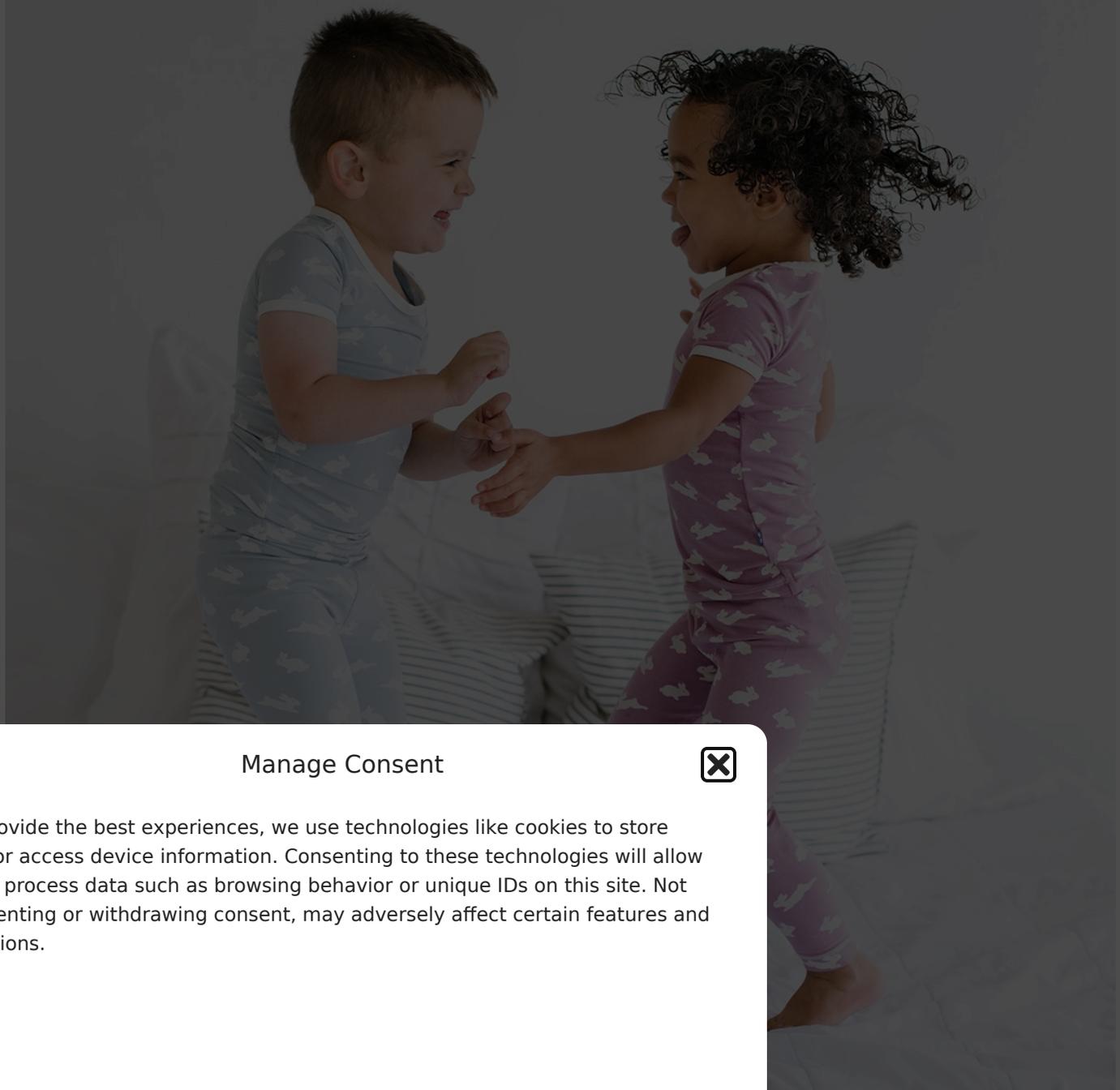
sellers to the top of pages site-wide, while at the same time, demoting items that fall out of stock.

With the Athos Commerce and Yotpo integration, KicKee Pants can add additional sort options to their search results pages. Shoppers are able to sort results by star rating, giving them the control they need to find top-rated products even faster.

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Since implementing Athos Commerce in January 2023, KicKee Pants has experienced a

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During the last 90 days, 36% of KicKee Pants' online orders were generated from search, making up 38% of their overall revenue. They also experienced a 2.7x higher revenue per visit from shoppers using search vs shoppers who do not.

Within the same time period, KicKee Pants has achieved a solid 2.2% Order to Review rate collecting a massive 754 reviews with Yotpo. The online retailer has also maintained a strong average star rating of 4.88 – tangible proof that shoppers love their products and overall online shopping experience.

In addition, KicKee Pants' reviews program has captured an outstanding engagement rate of 52.2%, driving a remarkable 8.9% conversion rate and 60.8% of sales from shoppers who interacted with ratings and reviews powered by Yotpo.

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Fashion & Apparel

Platform

Shopify

Solutions

Category Merchandising

Search & Autocomplete

Digital Agency:

Praella

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