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LSE Retail Case Study

See how LSE Retail boosted conversions and achieved 30x ROI by automating merchandising with Athos Smart Category Merchandising.
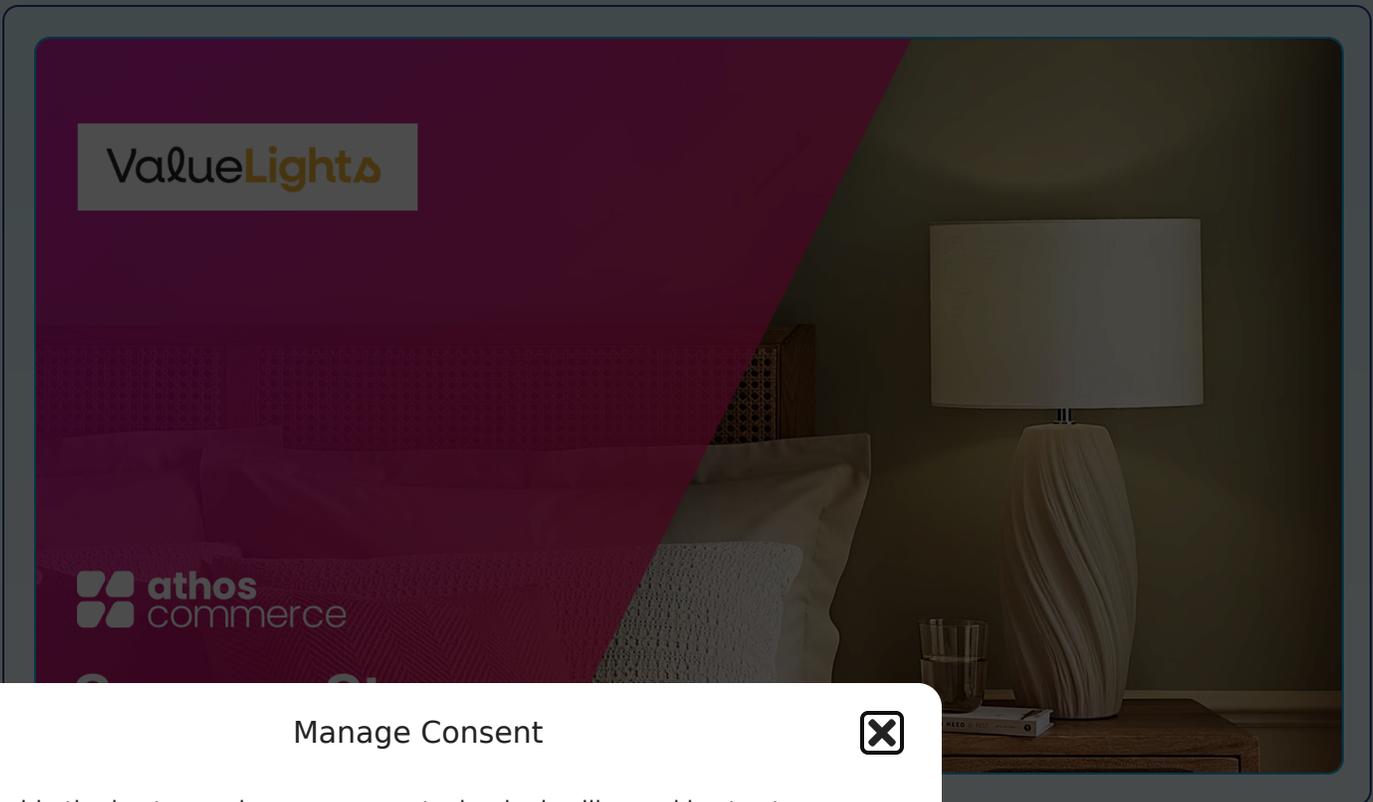
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+15%

increase in sitewide ecommerce conversion rate

+15%

increase value of category pages

The Challenge

LSE Retail team found that manual merchandising was taking up a lot of time and the team were unable to keep up with re-merchandising for trends and campaigns. Having used Athos' Smart On-site Search, the merchant was already familiar with the instant uplift Athos magic can bring. LSE Retail wanted to:

- Maximise the efforts of their small team – be able to easily and quickly react
- Automate merchandising yet keep strategic control

rough paid media and PR

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HOME / SEARCH RESULTS FOR: 'FLOOR LAMP'

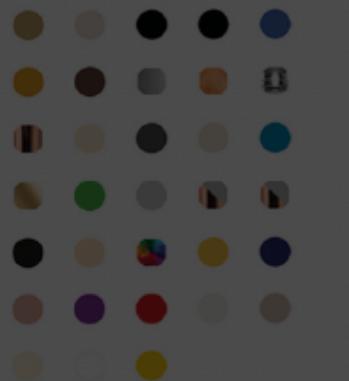## Search results for: 'floor lamp'

FILTER BY

389 products

Product Type

Colour

Shade Colour

Price

Finish

Curva Chrome Floor Lamp

★★★★☆ 25 Reviews

£57.00

Beltane Dark Wood Grey and Copp

★★★★☆

£87

MacBook Pro

The Solution

...nce for customers. Athos'
...ly analysis and enabled the
...osting sale items prior to

...to inform our paid
...bulous results.

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Smart Category Merchandising is a holistic tool that magically combines rich insights from site-wide search, navigation, purchases and the customer's current session with strategic business goals. The results? A hyper-relevant discovery experience for customers and a nice boost in performance for ecommerce websites.

The Results

> We are thrilled to have a merchandising solution in place that really works, and is easy for us to manage. I love watching the 'all items' category on the website change in real-time in line with the products trending and popular with customers!
>
> **Ecommerce team**
> LSE Retail

- 30x ROI gained from investment in Athos Smart Category Navigation
- 15% increase in sitewide ecommerce conversion rate
- 15% increase value of category pages
- 6% increase sitewide transactions from category pages

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