



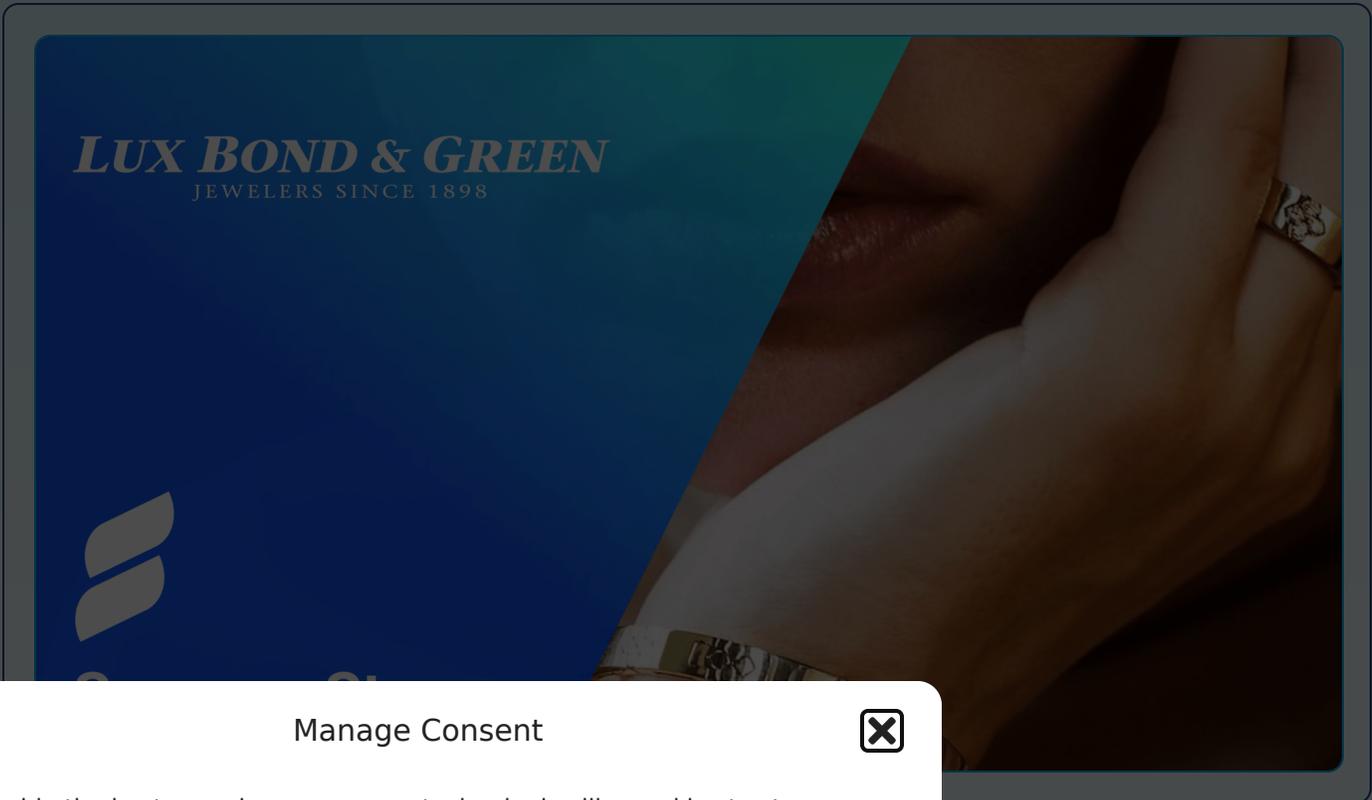
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Lux Bond & Green

Lux Bond & Green partnered with Athos Commerce, Trellis, and BigCommerce, to reduce manual processes and deliver an enhanced online experience.



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4.1x

Higher Conversion Rate From Search

45%

Overall Revenue Attributed to Search During their First Holiday Season

"What I appreciated most about working with Athos Commerce on the lbgreen.com website, was the easy implementation process facilitated by Athos Commerce's team of experts. Their robust support team is always quick to implement our feedback, helping to better support our shared clients."

Joey Hoer

Business Systems Analyst, Trellis

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GREEN
898



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fabulous values, and an extraordinary collection of brands and selections set them apart from the rest.



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experience is a cornerstone of Lux Bond & Green.

Today, the fourth generation of the Green family leads the company, its ecommerce site, and seven brick-and-mortar locations throughout New England.

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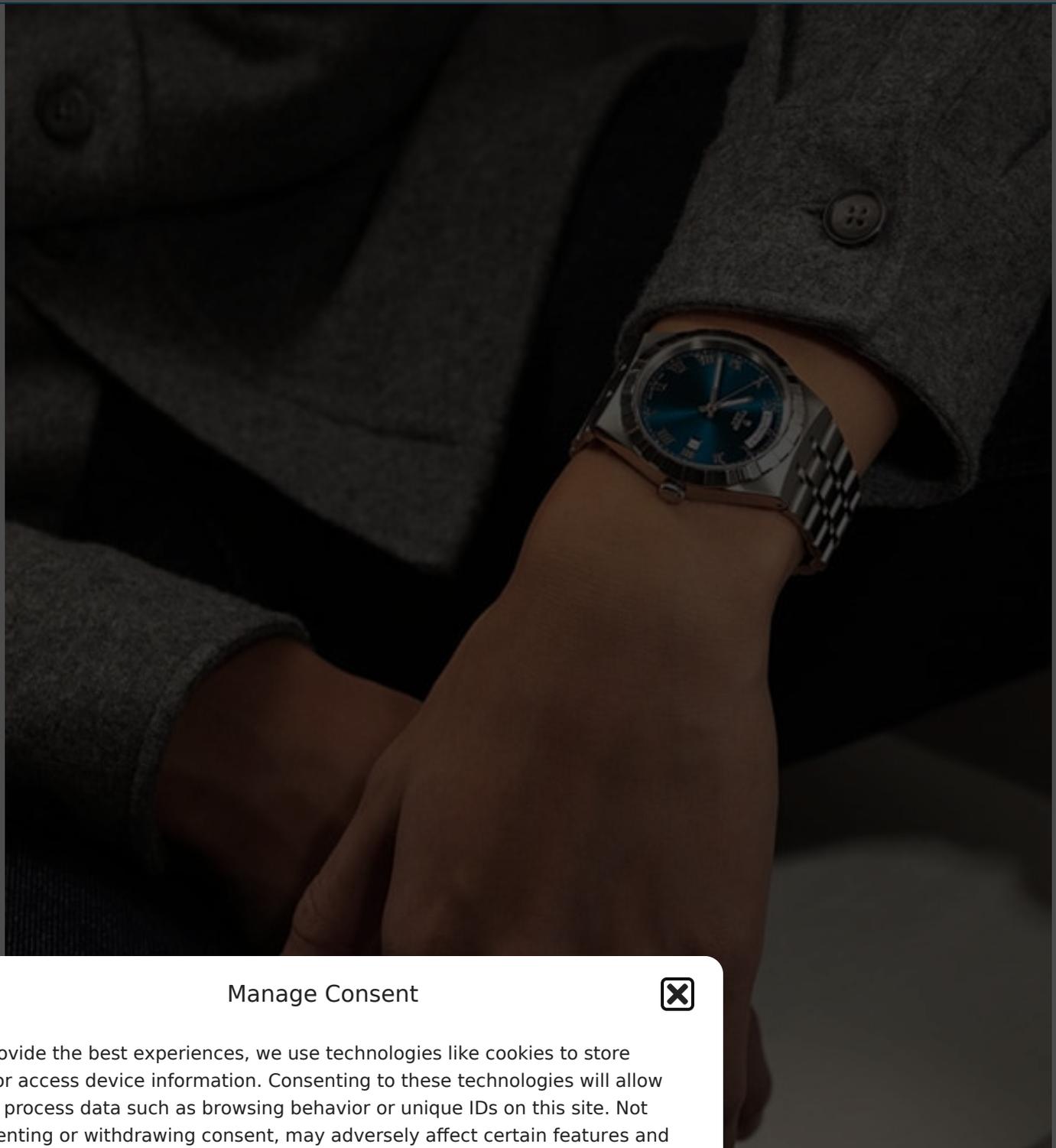


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for industry-leading B2C and B2B brands. Trellis partners with its clients, supporting them with an in-house business analyst, technical, and marketing team that helps with ongoing site



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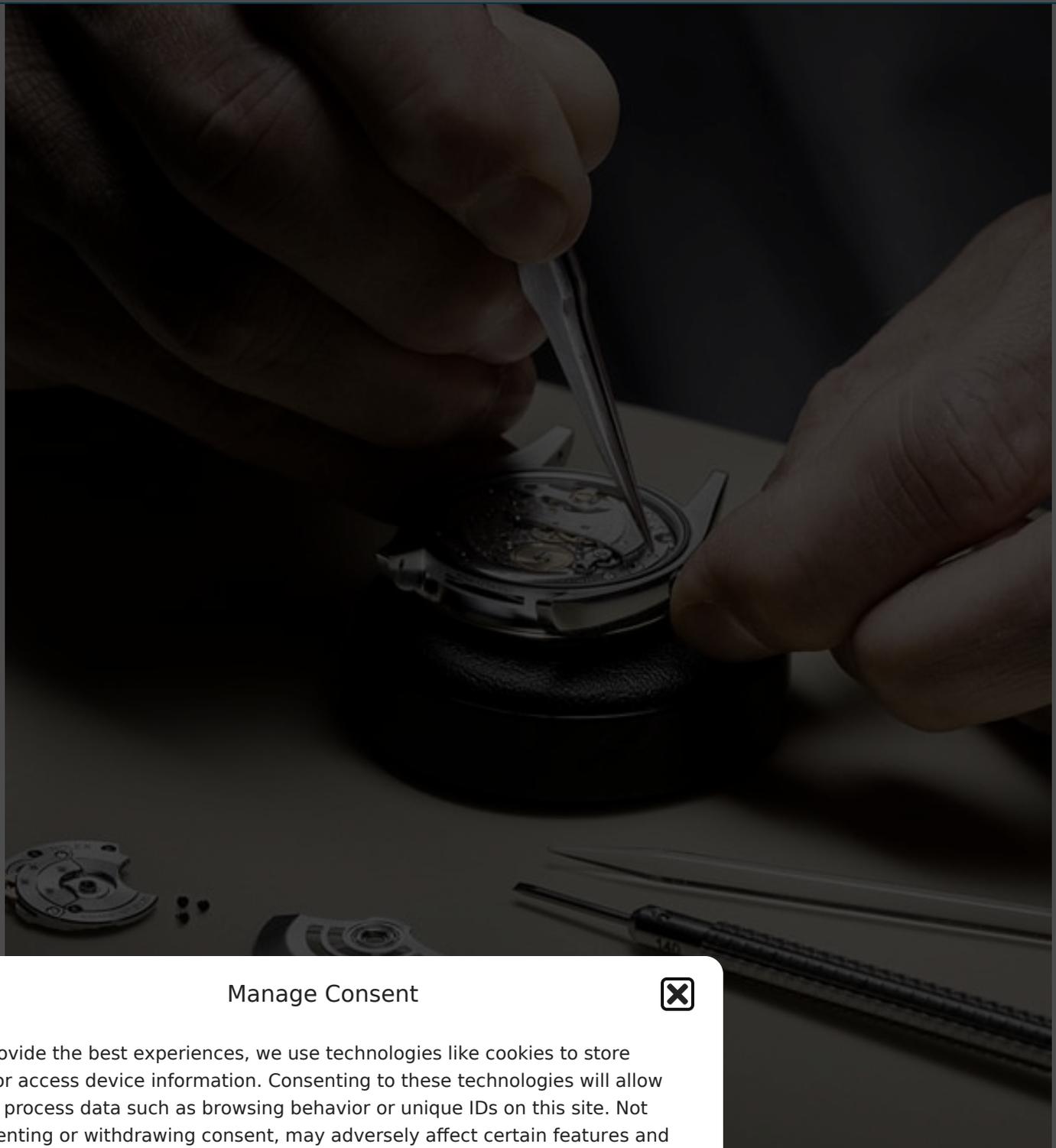


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However, these two systems did not communicate which created unnecessary friction for their team.



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impossible. This also meant their team lacked total control over merchandising and site navigation. With the current solutions, internal processes were manual and extremely cumbersome.

Knowing it was time to make a change, Lux Bond & Green [partnered with Trellis](#) to help revolutionize their ecommerce strategy, infrastructure, and user experience.

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scalable ready for future growth and improvements.



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platform to BigCommerce, they recommended Athos Commerce to the Lux Bond & Green team for its [advanced search and merchandising capabilities](#).

Product discovery is a crucial part of the online shopping journey. Lux Bond & Green added custom filtering options that align with shopper priorities, such as brand, price, metal type, and stone shape. They also use grouped synonyms to ensure that shoppers searching for 'tennis bracelet' and 'diamond tennis bracelet' will always be shown the same set of results.

To streamline the merchandising process, boost rules are applied to promote products across the entire site. Based on their business goals and objectives, Lux Bond & Green's team also utilizes the capability to pin products on search and landing pages, controlling the exact order that products are shown.

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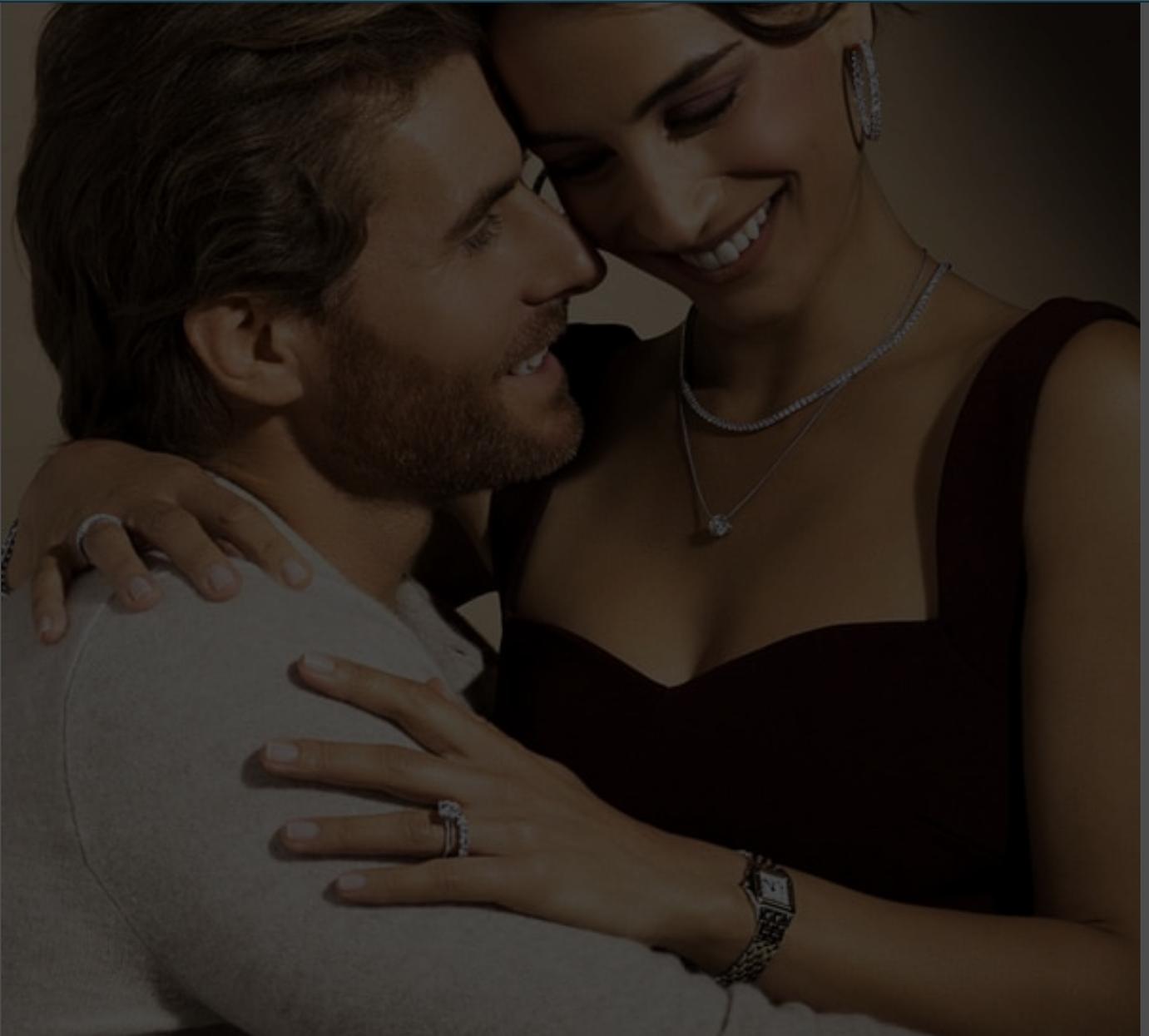


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Digital Agency:

Trellis

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