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MacSales

MacSales partnered with Athos Commerce to enhance their search and navigation, and to improve site speed as more of their customers turn to mobile shopping.
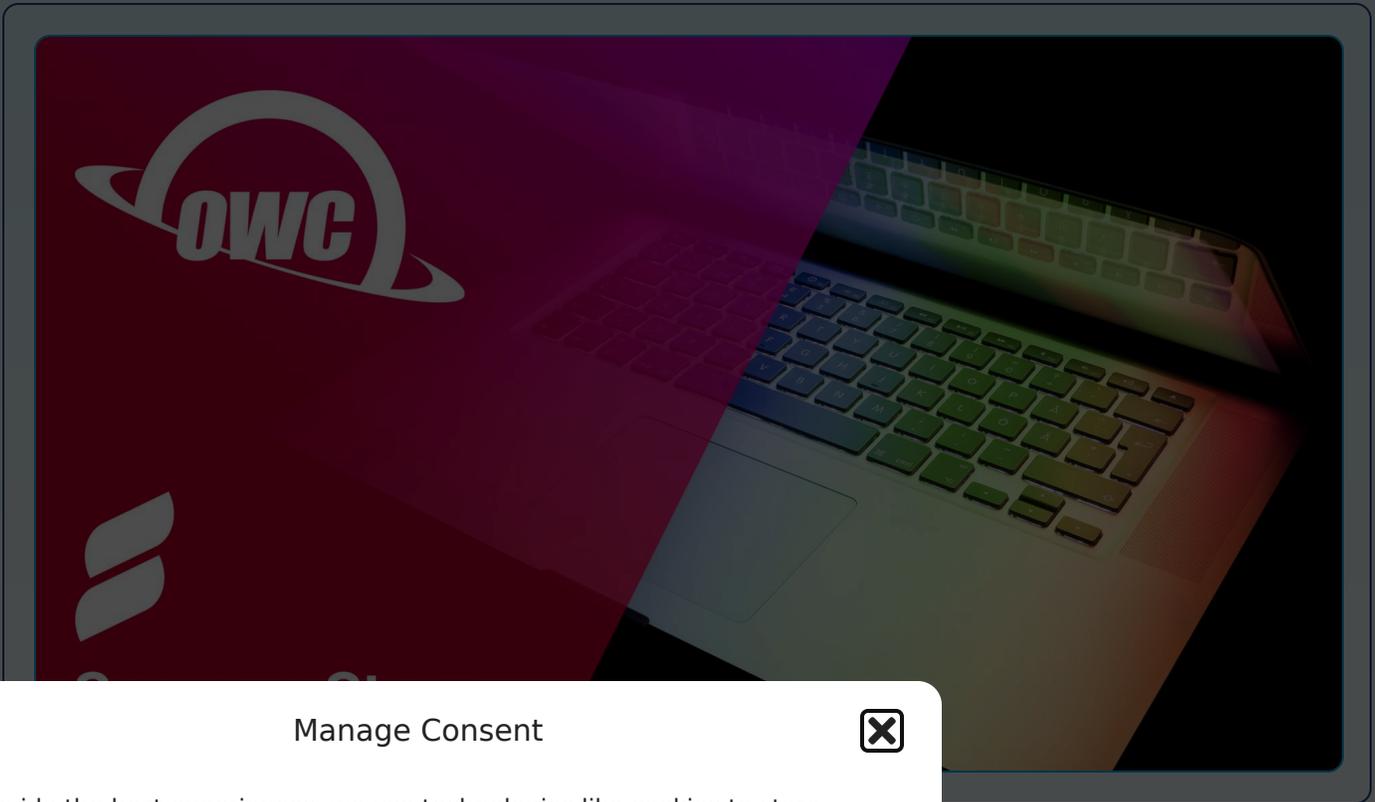
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17%

Increase in Site Search Conversions

11%

Decrease in Sitewide Bounce Rates

"Athos Commerce has helped us to overcome the technological hurdles that were holding us back. The time we saved is now being better spent, enabling us to scale our marketing, and become more effective in our merchandising efforts. Ultimately this has led to h2 revenue growth."

Erik Goodlad
Chief Technologist, MacSales

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The Brand

Founded in Woodstock, IL in 1988 by Larry O'Connor, MacSales.com has been the premier online source for upgrade and expansion products for Mac and iOS device users around the world.

For more than 20 years, they've offered outstanding upgrade and tech products as well as comprehensive, free resources that help Apple fans get the most out of their devices.

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The Challenges

MacSales is a thriving business with a customer base that's growing year-over-year. The steady increase in annual traffic, combined with the evolving needs of online shoppers means that their technology needed to become more robust in order to keep up with demand.

MacSales deals with a large catalog of products, and ships hundreds of thousands of specialty products to nearly 200 countries every year. In analyzing their third-party search solution, they saw an opportunity to better serve this niche with faster, more intuitive navigation.

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was able to deliver to all our shoppers. Athos Commerce has also been much more transparent about the development of their solution, showing us that they will continue to

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The Solutions

In early 2016, MacSales decided to partner with Athos Commerce to improve the relevancy of their search and navigation, and to improve speed as they see more customers shopping from their mobile devices. Athos Commerce's focus has always been on delivering the most relevant shopping experience possible.

omplex algorithm that
he most relevant products for
ast shoppers to find the
version rates. This
oducts that are most relevant
e Product Awareness layer
t each product is, taking

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Infrastructure was designed by experts with decades of experience to ensure the fastest
~~page load speeds, and best-in-class reliability to ensure that retailer sites are functioning~~

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The Results

Migrating to Athos Commerce has proved to be hugely beneficial to MacSales on multiple
levels. MacSales has seen massive improvements in both speed, and relevancy.

creased by more than 25%
cy of the navigation has
rting at a rate nearly 17%
y 11%.

decreased by more than 50%
ce most shoppers admit that
ds.

hurdles that were holding us
to scale our marketing, and

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