



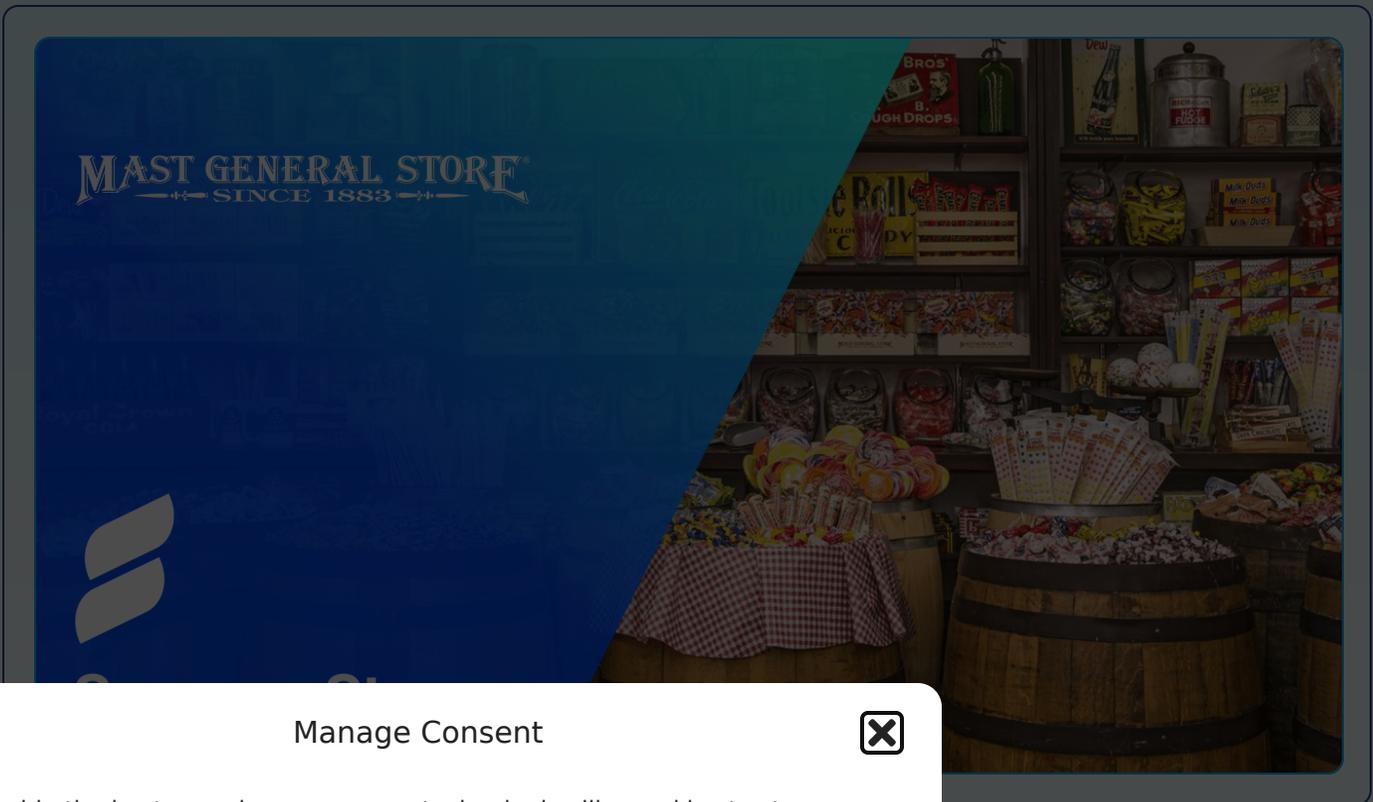
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Mast General Store

Athos Commerce helped Mast General Store take control of its online store with tailored ecommerce Search, Merchandising, Personalization, and Insights



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40%

Orders Attributed to Search

"Once we implemented Athos Commerce we were able to create campaigns, add rules for product display priority and improve our search with custom synonyms and term redirects. The dashboards and reporting are very helpful and save our team hours of manual labor so we can focus on the bigger picture."

John Jordan

Director of Ecommerce, Mast General Store

MAST GENERAL STORE[®]
SINCE 1883

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The Brand

Mast General Store is a family- and employee-owned business with a history dating to 1883. Over the years, it has expanded from one location in rural North Carolina to 11 stores in North Carolina, South Carolina, Tennessee, and Virginia. The Original Store in Valle Crucis, N.C., is recognized by the National Register of Historic Places as one of the best remaining examples of a general store.

From old-time candy to clothing, grits to technical camping gear, Mast Store believes "if you can't find it here, you don't need it." Their wide selection of products, mixed with a rich history and legendary customer service, makes Mast Store a must-see destination for locals and tourists alike.

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The Challenges

With such a large variety of products and the discovery that their native ecommerce platform wasn't designed to return relevant results on its own, Mast General Store started looking for a solution that would help online guests quickly find what they're looking for.

In addition to a more powerful on-site search, they were also looking for online merchandising and personalization tools that would improve the overall shopper experience. They needed a solution that would allow them to arrange products in a way that makes sense and display relevant product recommendations.

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able to meet all their

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The Solutions

Athos Commerce helped Mast General Store take control of their ecommerce site with tailored, powerful, on-site [Search](#), [Merchandising](#), [Personalization](#), and [Insights](#) tools.

"We wanted to bring the in-store shopping experience online. Athos Commerce helped us achieve this with personalized product offerings, giving us more control over our online inventory and improving our on-site search and merchandising capabilities."

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information such as new, on-site product recommendations. This tool only helps guide shoppers to

are just one part of Athos Commerce's Personalization Suite, and they're exactly what Mast General Store was looking for. Personalized Product Recommendations

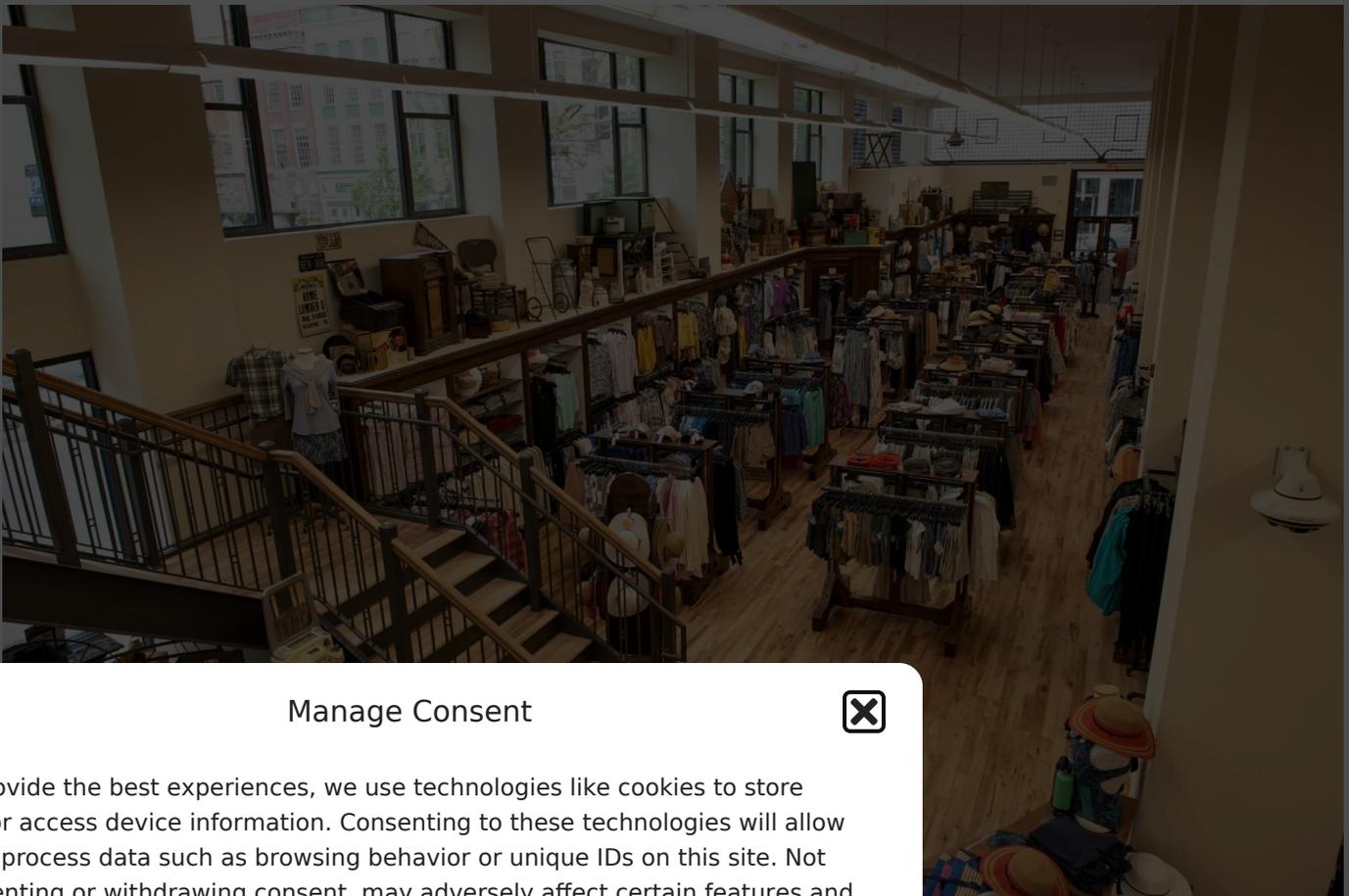


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almost immediately after implementation. This is especially important when working on small or growing teams.

- On-Site Search – Relevant search results get the right products in front of the right shoppers. With search relevancy logic, they now deliver search results that make sense.
- Boost Rules – The ability to automate rules that demote out-of-stock items and push available products to the top of pages is a game changer for Mast General Store. With such a large inventory, Boost Rules save time and money and streamline the merchandising process.
- Inline Banners – Inline Banners help communicate things like sales, events, and campaigns with shoppers.



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This means that shoppers who use search are 4.3 times more likely to make a purchase and



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General Store customers who use search are now 5.4 times more valuable than shoppers who don't use search.

"In addition to a solid product, Athos Commerce has some top talent in the IT and customer service departments. They actively participated in our recent website redesign and have always been very responsive in handling our help desk requests."

John Jordan

Director of Ecommerce, Mast General Store

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Industry



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Platform

Custom

Solutions

Category Merchandising

Personalization

Search & Autocomplete

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