



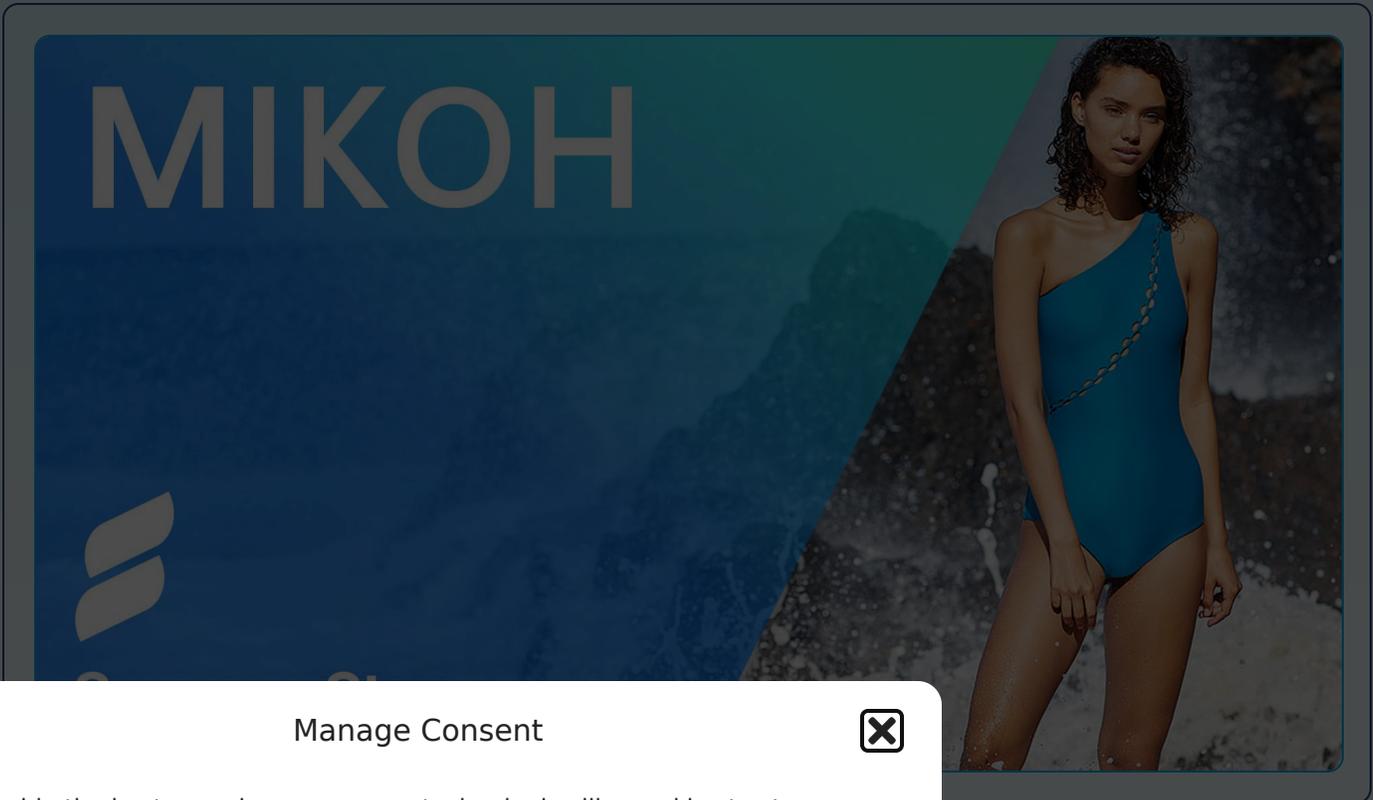
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Mikoh

Mikoh's team can now easily update product displays to reflect their site aesthetic with Athos Commerce's merchandising and drag-and-drop controls.



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the filtering options have greatly improved."

Mikoh's Co-Founder

MIKOH

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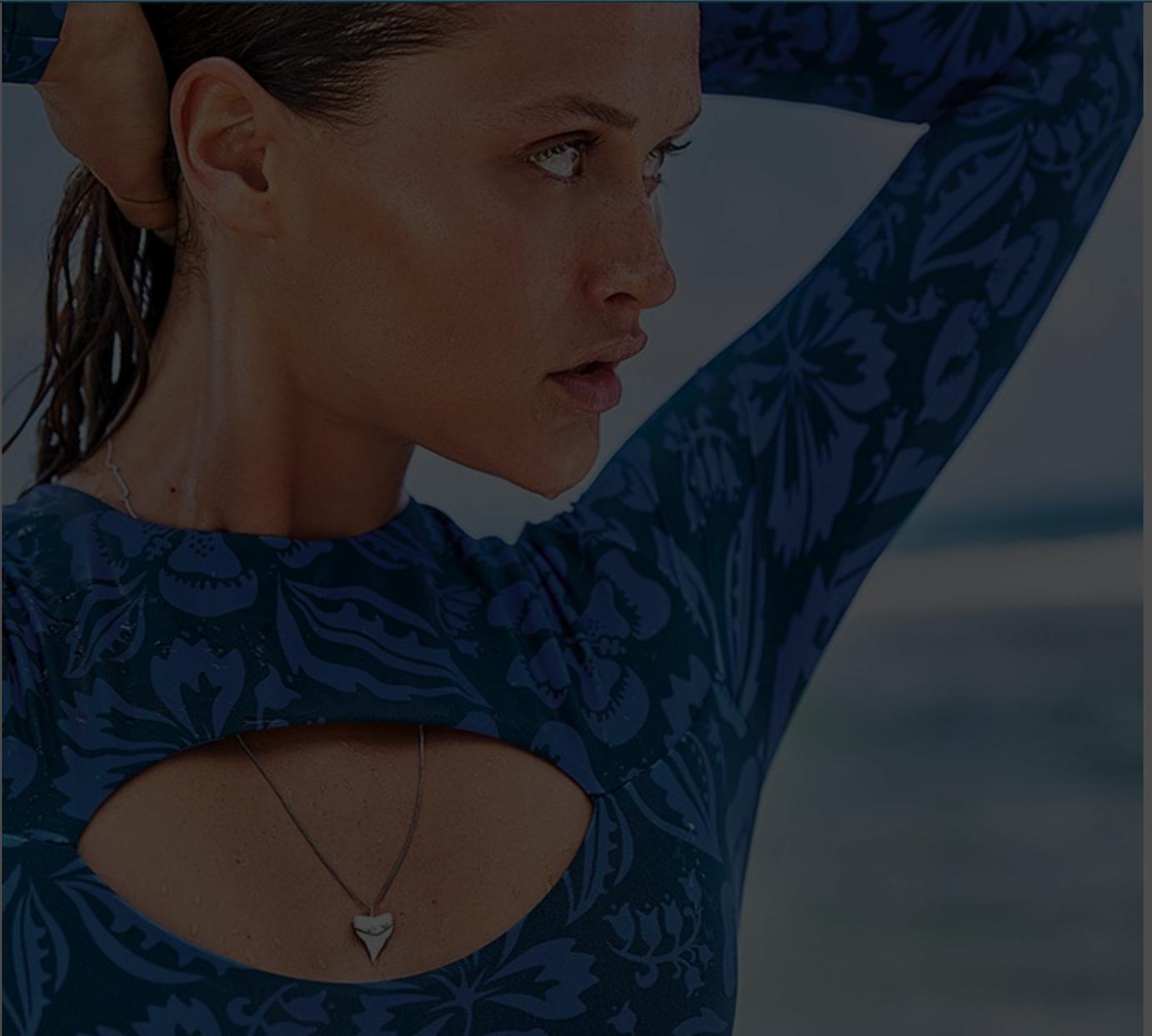


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a background in modeling.
to them that their brand

feel right in order for their brand to have a shot at being successful in the market.



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performance, and more control over what their end users saw. From the search results, to the arrangement of products on search and category pages, Mikoh just needed more.

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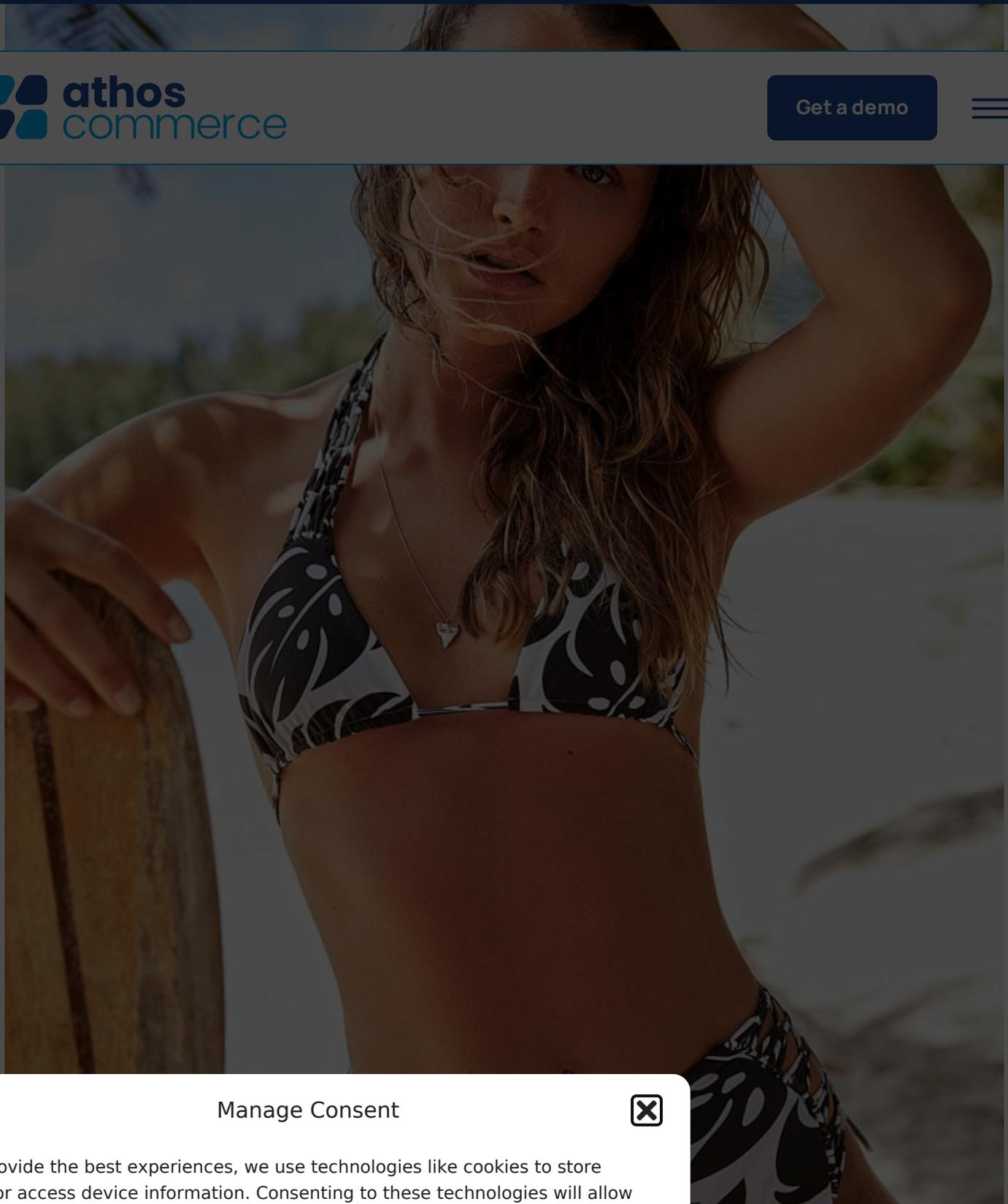


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erent products within only a

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While other non-specialized retailers could get away with a few filters for swimwear tops, Mikoh wanted their shoppers to be able to find exactly the product they wanted without having to scroll endlessly or visit multiple pages.

From looking at their analytics data, they can see that customers spend a lot of time refining the list of products they see on search and category pages. So it was important to Mikoh to improve these navigation options beyond what Shopify was able to offer.

"The visual nature of our business means we put a lot of effort into aesthetics. The Athos Commerce editor makes it so easy to put products where we want them. We can literally just drag and drop them wherever we want, and that's not something we've been able to do before." – Mikoh's Co-Founder

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...s display based upon what

makes the filters far easier to use.



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The speed and relevance of search has also made new types of interactions possible, above and beyond what the options available through Shopify's default solution.

Prior to working with Athos Commerce, editing the layout of products on category pages could only be done by a developer.

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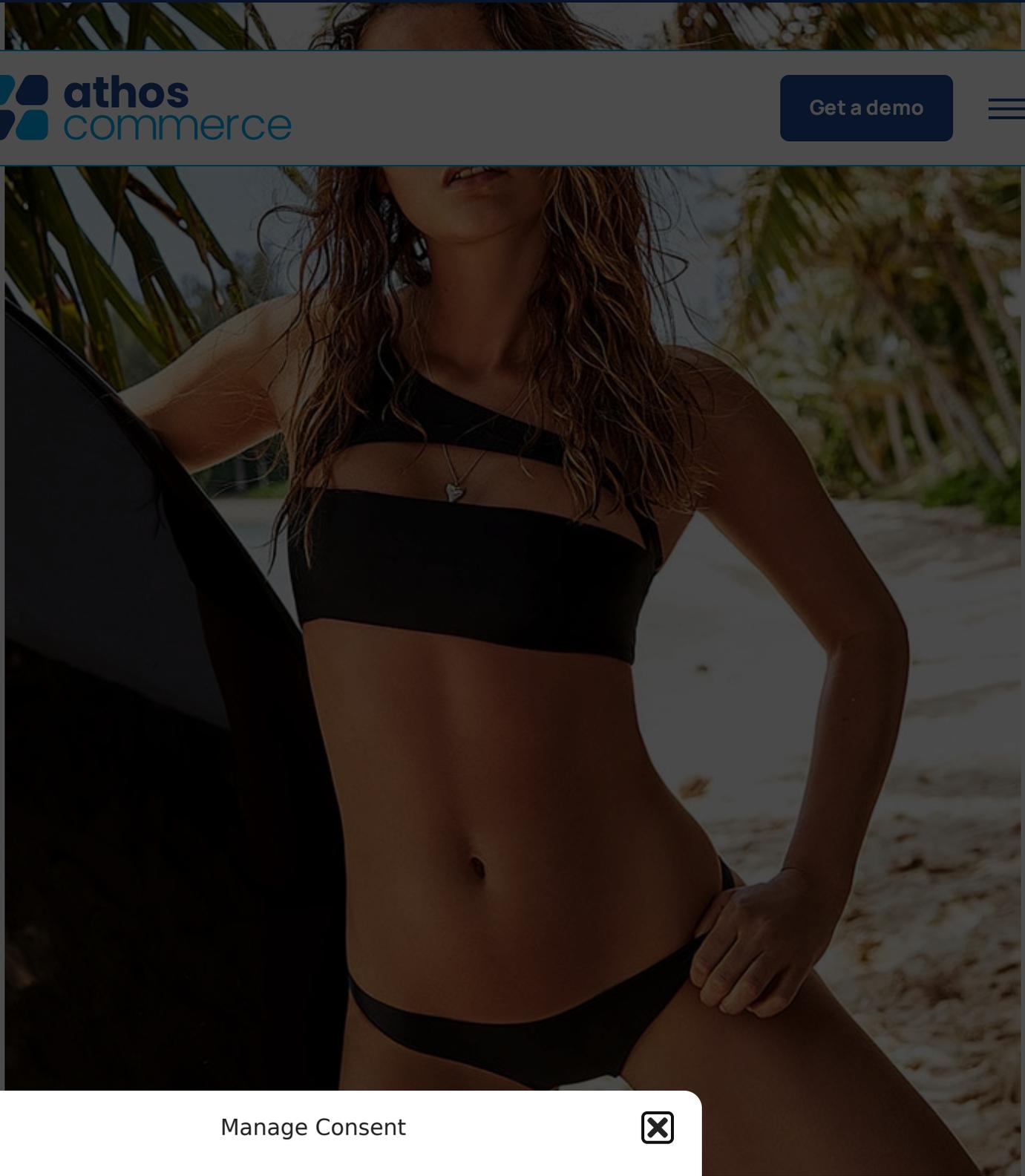


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ages by manually curating

near each other on a rack.



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make decisions about what they like and dislike.

Online, however, this is typically not how items are displayed. But Mikoh sees the value in providing a logical coherence on their search and category pages, and places matching products near each other.

This is made possible using Athos Commerce's drag-and-drop editor.

In addition to this manual curation of products, Mikoh also uses automated rules to optimize their entire site. For example, a rule is in place that boosts in-stock items to the top of all pages, ensuring that all out-of-stock items are shown last.

Other rules can also be used to promote products that are trending, or have above average conversion rates.

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