



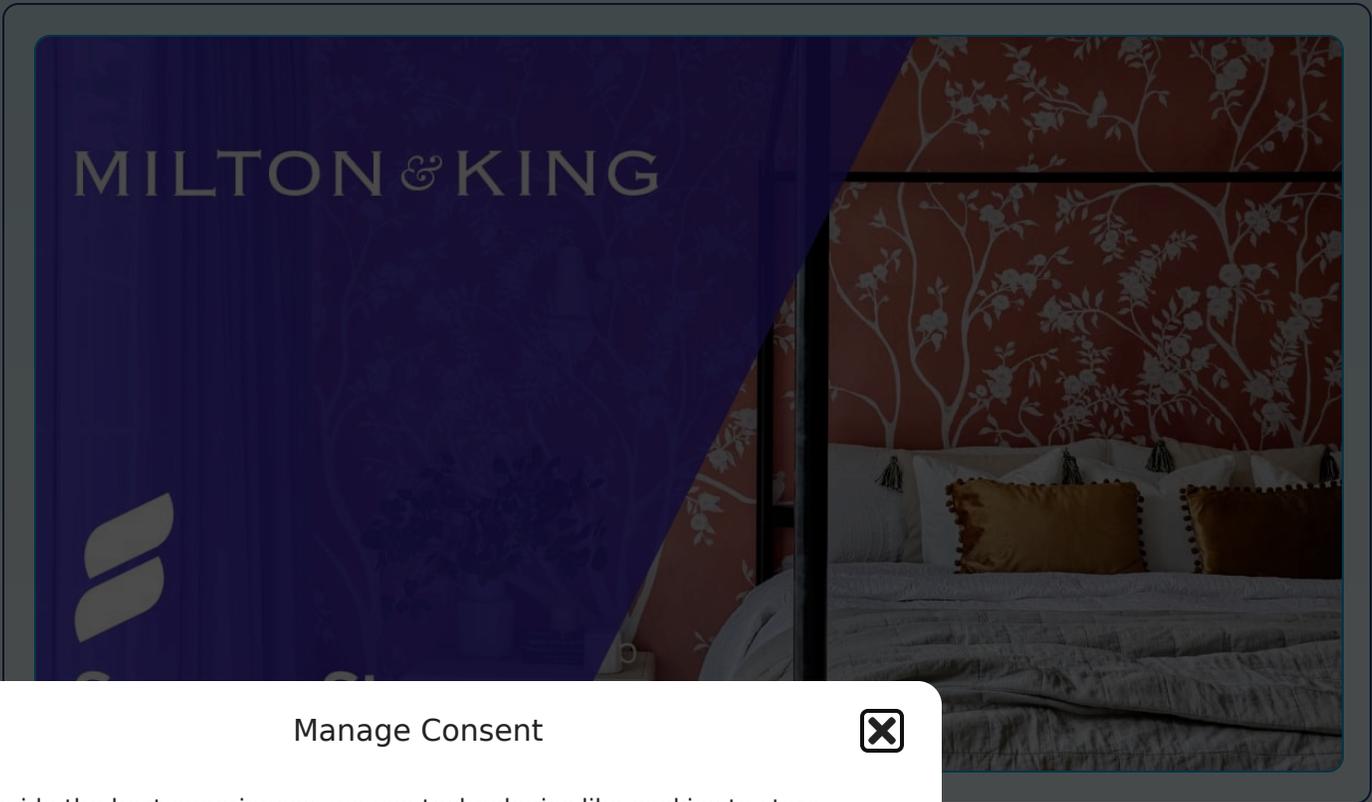
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Milton & King

A modern approach to a traditional artform helps Milton & King D2C and B2B customers move seamlessly from imagination to checkout.



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26%

of revenue from search (avg. across domains, with US at 36% and AU at 40%)

2.2x

higher conversions since implementing Athos Commerce

”

With Athos Commerce, what impressed me is the level of search power. So when someone uses a keyword, the system digs right into the product information tags, brands, styles, and patterns, and looks into their taxonomies. We can't live without that because of our diverse product range.”

Chris Clark

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The Brand

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approach to the time-
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significant wastage.

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hundreds of sample


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The Challenges

Head of Ecommerce Chris Clark says that before Athos Commerce, he used a less sophisticated search solution that offered minimal benefit over flicking through swatches. He comments, "You get what you pay for. That solution really didn't go into any depth other than a title or a description. It didn't search tags, SKUs, colours, styles, or patterns."

Customers were providing feedback about the search experience being a significant pain point. Shoppers couldn't easily find suitable wallpapers. An even more noticeable red flag emerged when staff raised the same issues. If people familiar with those products couldn't find what they needed, new shoppers would undoubtedly be at a loss.

Milton & King was also struggling with site speed. The previous search application relied on data hosted on local servers, which couldn't keep up with an expanding catalogue.

Chris and the team noticed the writing was on the wall and turned to the award-winning search, merchandising, and personalisation platform, Athos Commerce.

The Solutions

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seamlessly from imagination
 nced filters help customers
 Chris explains, "Our
 2000 products – simply,
 ther information." Dynamic
 sed on style, pattern, room

omments, "Athos Commerce
 rves. That speeds up the

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Behind the scenes, Athos Commerce’s merchandising capabilities ensure the right designs are placed in front of the right shoppers. Chris mentions, “Having greater control over our merchandising has been really impactful. We can push best-sellers to the top, push the overexposed items further down, and reorder products to make sure we’re always leading with the best designs.”

In addition to Milton & King’s direct to consumer (D2C) operations, the company also manages business-to-business (B2B) models. Athos Commerce seamlessly supports Milton & King’s trade partners and wholesalers with tailored pricing structures, while delivering the same fast, personalised experiences that consumers receive.

Chris also praises Athos Commerce’s implementation and support, commenting, “Onboarding and integration were really faultless. We worked with Dan from the local Australian Athos Commerce team, who was very responsive, and everything went quite smoothly.”

Chris says he has gained substantial value from the platform by working with Athos Commerce’s skilled technical resources and having a dedicated, local success manager available to suggest and support incremental improvements.

Athos Commerce-Ecommerce-Success-Story-Milton-and-King-03

The Results

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...have gone through the roof. ...1.49% in October 2022 to ...enhanced search have been ...eed of product results. That’s ...n navigation and improving ...least doubled conversion

...ities. Through “zero search ...tailor future collections. As

baseball, snakes, and we didn't have anything covering those designs. Our designers are now producing content purely based on the demand we're seeing through these search

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These insights have been particularly constructive in selling across multiple domains and geographic regions. "The UK and Australia tend to favour designs incorporating florals, birds and fauna, which is very different to the top-selling items in the US", notes Chris.

The Athos Commerce platform is not only delivering outstanding online shopping experiences but also helping the Milton & King team understand culturally-driven design preferences, adjust product strategies to shoppers' preferences, and continually maximise conversions.

 Athos Commerce-Ecommerce-Success-Story-Milton-and-King-05

”

My advice to any online retailer is to have the right tech stack and the right team behind you. It's not just one magic button that's going to fix everything, it needs to be a holistic approach. Think about smart collaborations, like our technology partnership with Athos Commerce, and having good designers to visually implement aspects like search results and product pages to enhance the onsite experience.

Chris Clark

Head of Ecommerce, Milton & King

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