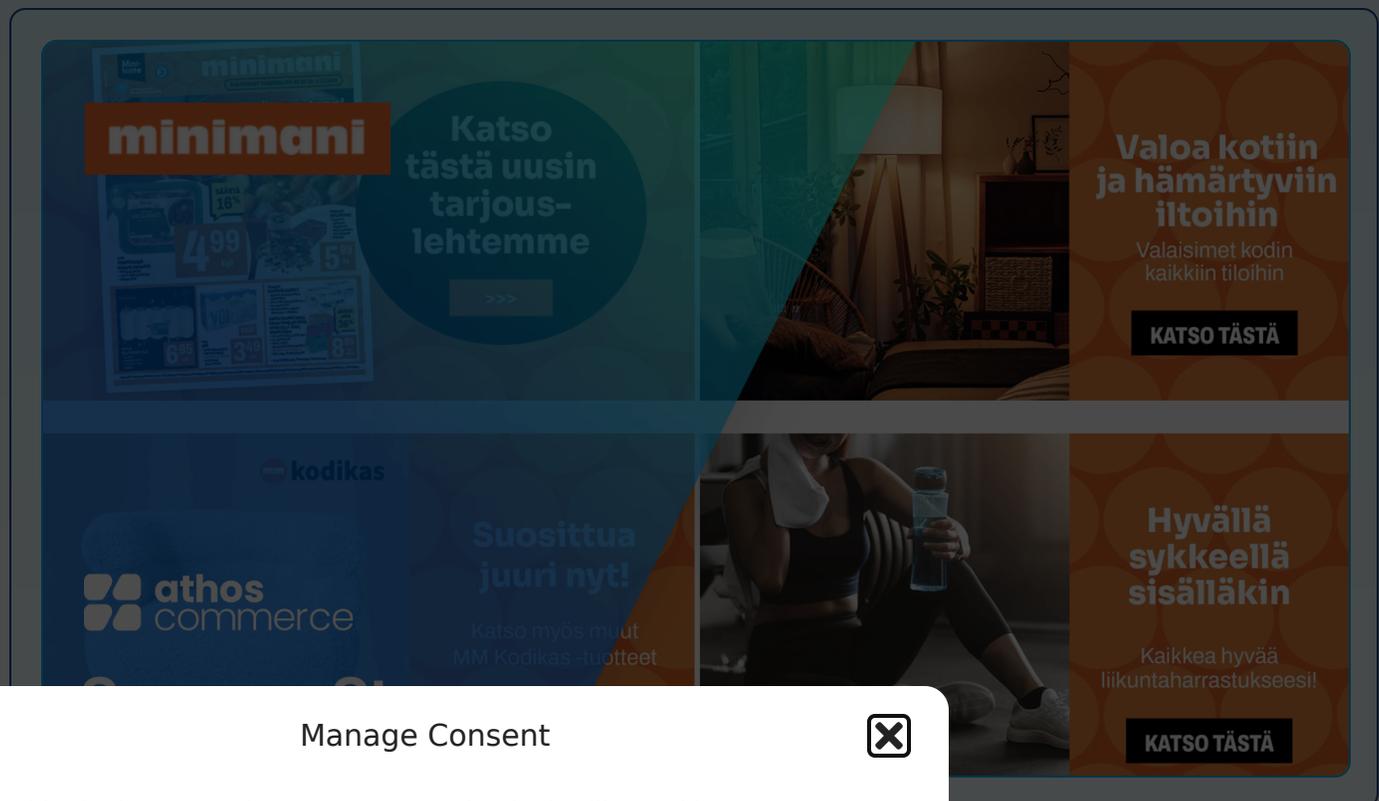


Minimani Case Study

Discover how Minimani boosted conversions 37% with Athos AI—streamlining product discovery, merchandising, and recommendations across thousands of SKUs.



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+23%

of site visits are using search

+6%

monthly increase in views per user

The Brand

Selling extremely varied items from biscuits, to trampolines, to electric bikes, Minimani have a vast product catalogue containing tens of thousands of SKU's and are continuing to increase their product offerings through 2024.

The Challenge

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for customers to navigate
team manual work.

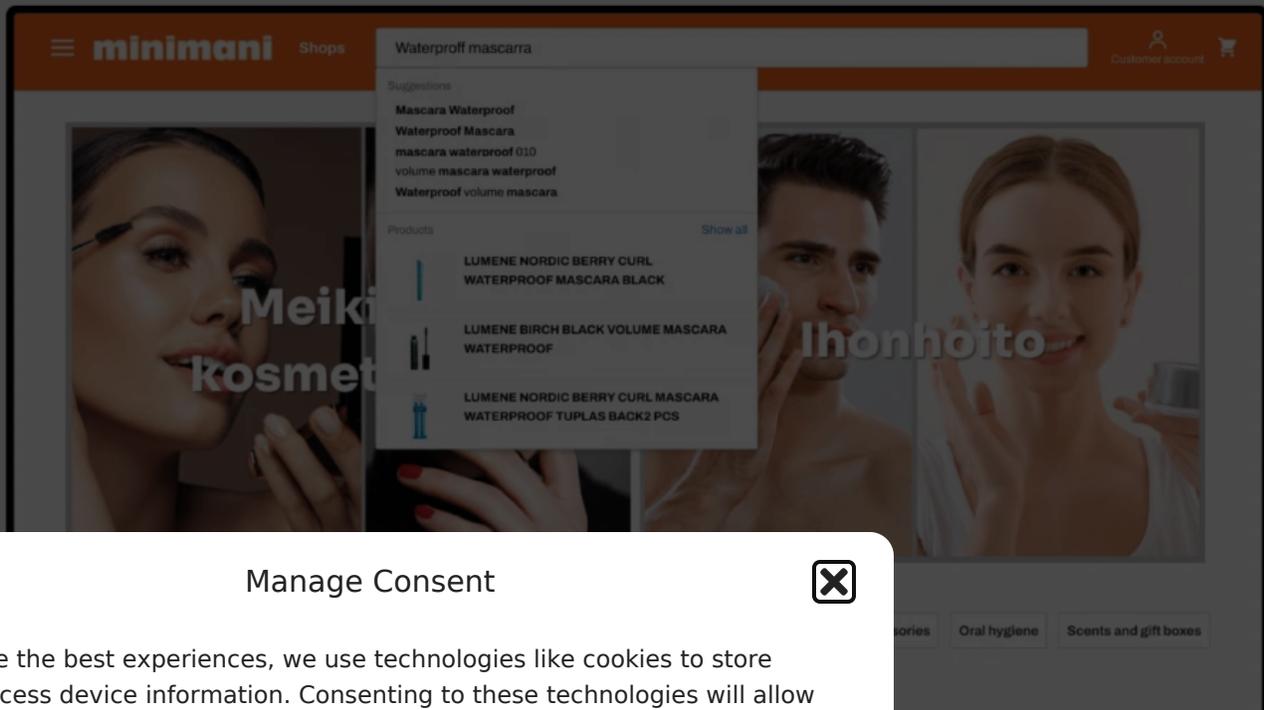
y with the results
platform being
Athos for category

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Knowing they required an AI based intelligent product discovery suite, Minimani evaluated alternative solutions but were impressed by what Athos had to offer finding that the platform was more intuitive than others on the market.

Tuomo Simonjoki, Director of Ecommerce at Minimani had prior experience using Athos and witnessing its evolution over time, installed confidence in its ongoing development. Minimani trusted that Athos would maintain its innovation, remain at the forefront of advancements, and consistently devise new, intelligent approaches to product discovery.

Minimani's digital agency Pinja also had experience and knowledge of the Athos platform so were able to support this decision and guide Minimani through the implementation process.



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entralized prominent search
the overlay shows related
products.

change initiatives, ensuring they were adequately trained and equipped to utilize Athos to its fullest potential.



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Minimani team first found themselves still naturally doing a lot of manual work. However, now they only manually pin certain products, leaving the rest to be handled by Athos' AI which in turn frees up time for the ecommerce team.

Minimani utilizes Athos reports to analyze their customers' search queries.

If they observe a significant number of searches for a particular product that they currently don't stock, this data is relayed to the purchasing team for potential inclusion in future product catalogue expansions. They also use this data to check for correlations between search figures and sales of that particular product. In cases where there is a disparity between a high volume of customer searches for a specific product and low sales, the team investigates the customer journey to identify reasons for non-purchase. This could include factors such as pricing issues or insufficient information on the product detail page, allowing them to make necessary adjustments to boost sales.

Feature Focus:

Product Recommendations: Minimani uses product recommendations as carousels on the front page, at the beginning of the categories. They are also adding them elsewhere, including to the shopping cart in the near future. Product recommendations help bring the most popular products from a large product selection to the shopper's attention right away. At the same time, certain categories can be highlighted on the front page so that the best products in the category are presented. For example, on the front page, the top products of the garden category might be featured in the spring.

Since Minimani is also able to monitor how product recommendations work from the data, they are able to adjust their recommendations to achieve

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are continuing to work using artificial intelligence, products. Minimani are also through regular



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compared to how most tech companies operate. It's much easier for our team to see what is coming up and what new features we are interested in. It helps us get a lot more out of the tool.

Tuomo Simonjoki

Director of Ecommerce, Minimani

- 37% increase in conversion rate since going live with Athos
- 23% of site visits are using search
- 6% monthly increase in views per user

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

Share on social



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