



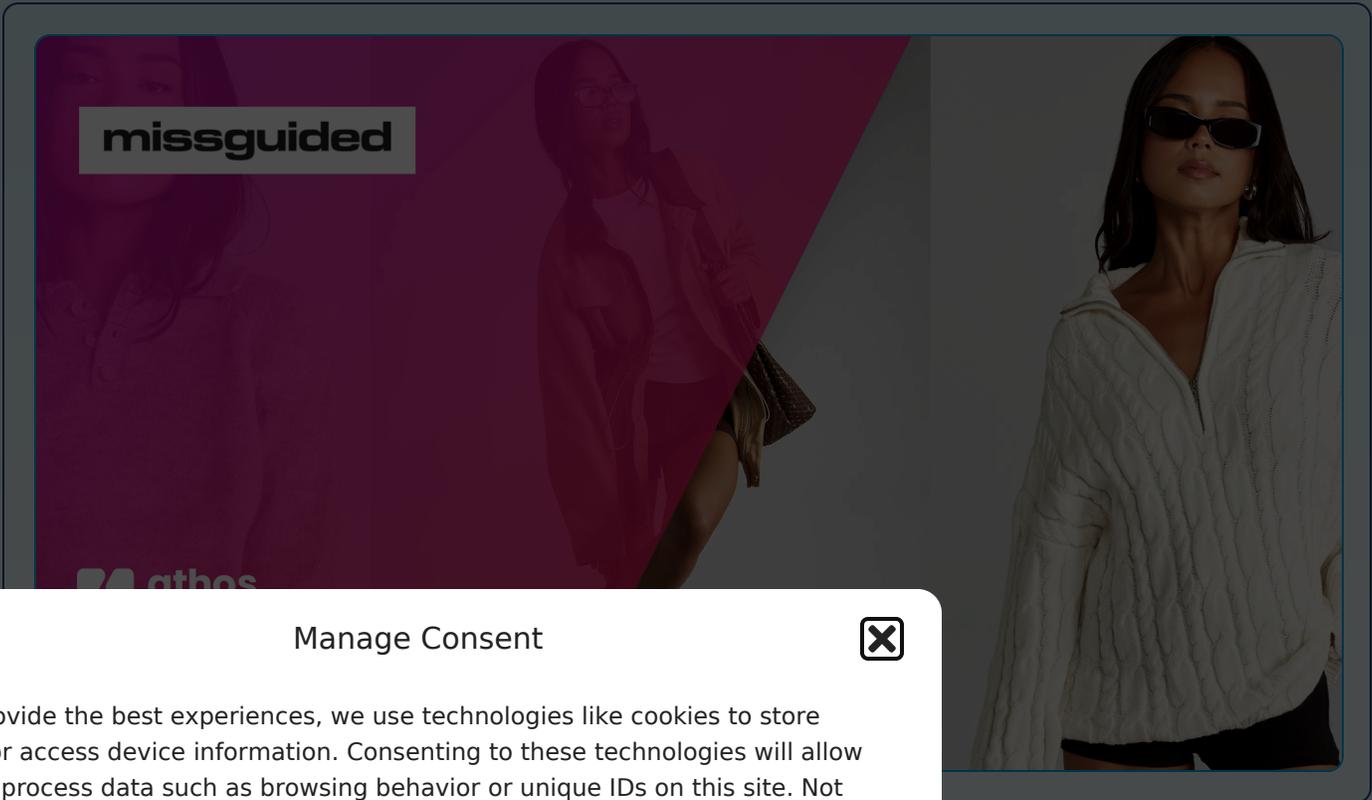
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Missguided Case Study

Missguided partnered with Athos Commerce to improve product data quality and expand visibility across Google Shopping, affiliate channels, and retargeting networks. The collaboration delivered consistent performance growth, stronger returns, and faster execution.



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+20%

higher ROAS compared to target

+16%

average monthly increase in product clicks

The Brand

Missguided is a Manchester-born online fashion retailer offering affordable, trend-led collections for women. The company releases new product lines daily and has grown rapidly across the UK, Europe, the USA, and Australia. Their mission is to deliver the latest looks quickly through a simple, engaging online experience.

Operating in a highly competitive fast-fashion market, Missguided's success depends on efficient data operations, consistent visibility across digital channels, and strong conversion

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A promotional banner for 'ICONIC SHOP PARTY NOW' featuring a row of women's legs in various styles of high-heeled shoes and dresses.

The Challenge

Before working with Athos Commerce, Missguided's internal systems could not create or manage product data feeds across multiple channels. This limited visibility and reduced the effectiveness of online marketing activity.

Key challenges included:

- Inability to internally create or maintain high-quality feeds
- Under-utilized performance marketing channels such as Google Shopping, affiliate networks, and retargeting
- Lack of product-level reporting and visibility into key metrics like Cost of Sale (CoS), Conversion Rate, and ROAS
- Time-intensive manual updates that slowed campaign execution

Missguided needed a scalable feed management and optimization solution to improve product visibility, automate manual processes, and enable more strategic decision-making.

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The Solution

Athos Commerce introduced an integrated feed management and optimisation platform tailored to Missguided's operational goals. The platform automated feed creation, improved product data accuracy, and allowed the team to act on detailed performance insights.

Core capabilities included:

- Creation and optimization of feeds for Google Shopping, affiliate networks, retargeting platforms, mobile apps, and on-site search
- Fast editing and updating of product data to ensure real-time accuracy
- Detailed product-level analytics through a unified reporting interface showing clicks, conversions, revenue, CoS, and ROAS
- Continuous bid management, both algorithmic and manual, based on budget, category performance, and seasonal trends
- Product-level optimization, increasing exposure for top-performing items and

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David Williams



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The Results

The impact of Athos Commerce was immediate and measurable:

- Product clicks increased by an average of 16% per month
- Orders and revenue grew by 17% per month
- ROAS consistently exceeded targets by 20%

Missguided achieved greater operational efficiency, improved accuracy of product data, and faster campaign optimization cycles. The unified reporting platform gave the team ongoing visibility into performance and profitability at the product level, supporting confident decision-making across digital channels.

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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Platform

Google Shopping

Solutions

Product Discovery

Product Feed

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