



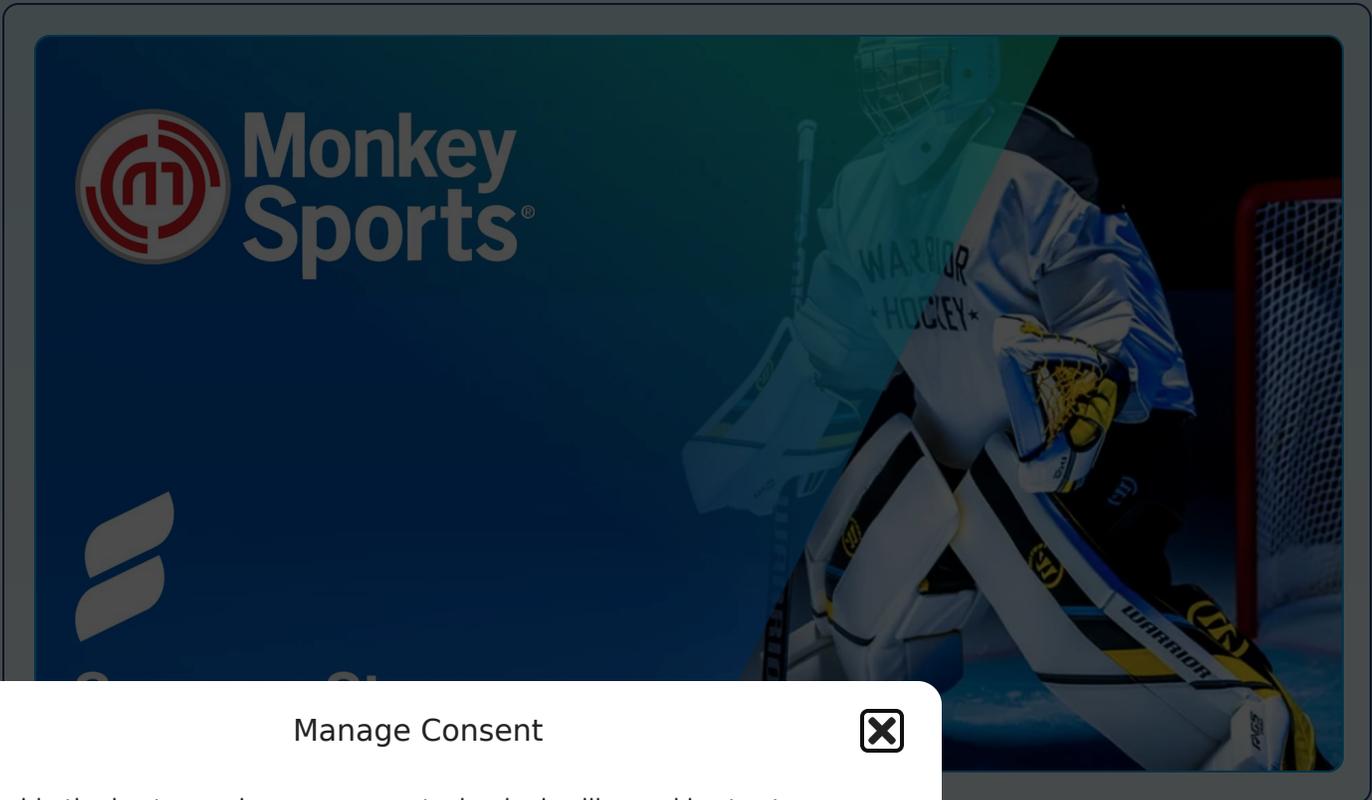
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# MonkeySports

MonkeySports implemented Athos Commerce across multiple domains to overcome challenges with search relevancy.



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23%

Of Revenue Attributed to Search

*"If you want all the bells and whistles of an elite product with simplified, easy implementation and a robust support team, you really can't get any better than Athos Commerce."*

**Joe Macias**

Director of Digital Marketing & Ecommerce, MonkeySports

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## The Brand

Founded in 1999, MonkeySports started out as a small hockey store in California. After initially venturing into ecommerce with [HockeyMonkey.com](#), the business now has multiple sites specializing in baseball, lacrosse, and team sports, as well as a number of superstore locations across North America.

"The majority of our products are what we call hard goods," says Ki Song, Director of Ecommerce Development. "We focus on the actual equipment you use to play specific sports, as opposed to more general sporting apparel. And instead of selling products for every sport out there, we deal with a smaller, niche set of products."

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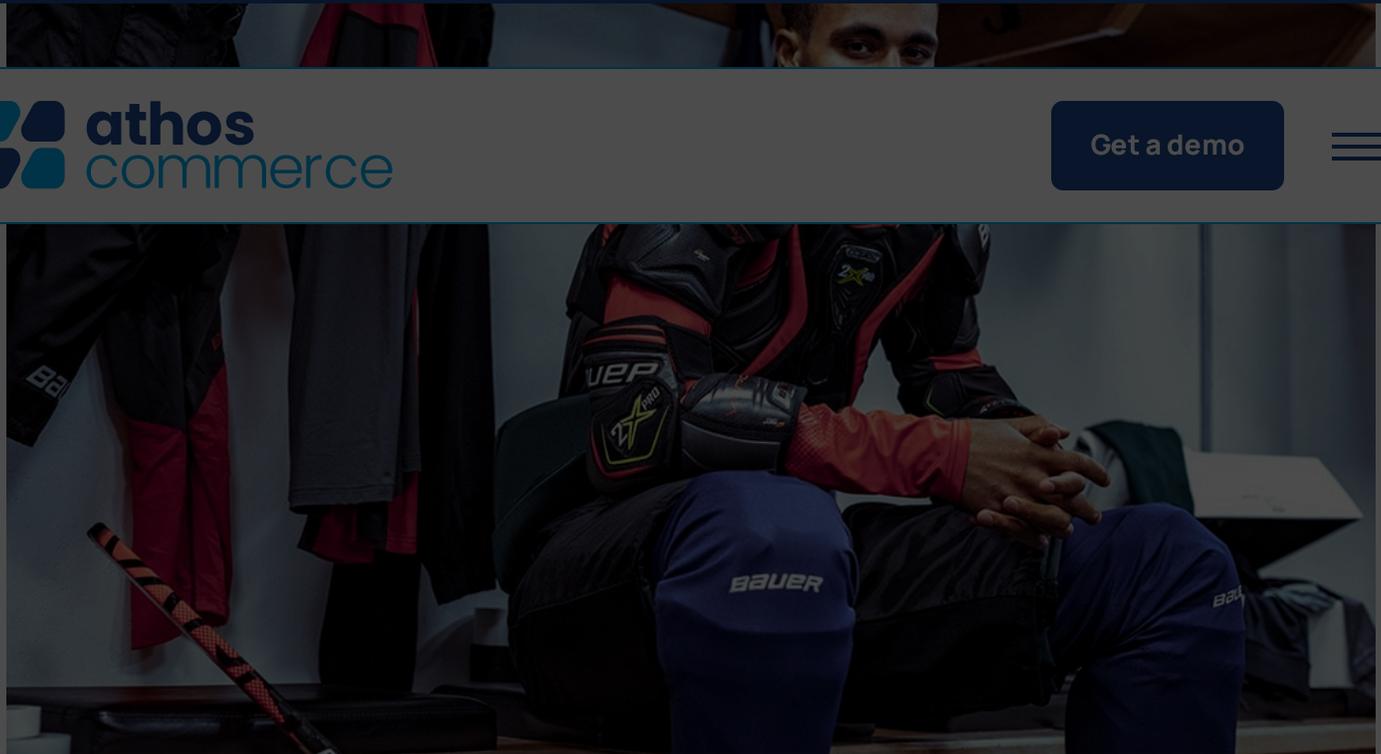


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## The Challenges

Problems arising from a platform migration led the MonkeySports team to seek out a new search solution for their ecommerce stores. "We had replatformed from Magento 1 to 2 while using Klevu and we just couldn't get our feed spec right. The data was never in a place where it was usable for search," says Joe Macias, Director of Digital Marketing & Ecommerce.

"Some products would appear when we didn't expect them to display, while other products were missing from results. It was guesswork as to why products were or weren't showing as expected," added Ki.

Data issues were exacerbated by delayed response times from off-shore support. "We were... me we sent them something,

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t search results live, but  
was always irritating



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## The Solutions

Following recommendations from other ecommerce retailers, MonkeySports decided to implement Athos Commerce to address their search and data challenges. "One of the key differences that we appreciate with Athos Commerce is that the Magento module simplifies all of those data issues. It eliminates a party from the process and the module just does exactly what it's supposed to do," says Joe.

"We went from signing the contract to going live on a production site in about 4-6 weeks, which was key during our busy season. We also really liked that Athos Commerce created a Slack channel for us during that integration so we could have real-time communication in the process," says Ki.

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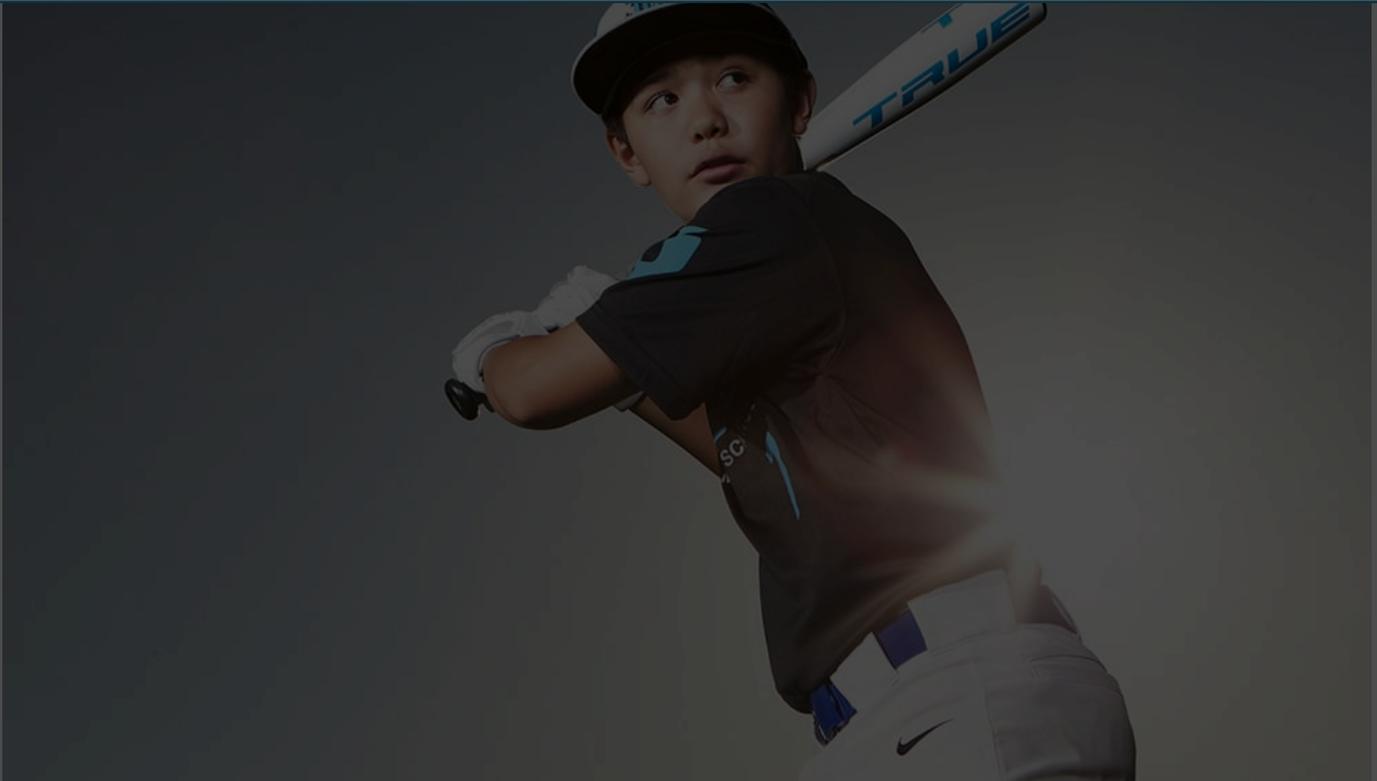
of the integration. "Athos so far as to calculate where re closely aligned to our plicate our theming has been

different products are s to boost certain products, trol now," says Ki.

us to create landing pages through Athos Commerce. Being able to do that without the complicated native Magento workflows will be critical," says Ki



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## The Results

"We used to regularly get questions from our customer service team, asking why products were displaying in the wrong place or not showing up at all. Since we switched over to Athos Commerce, I haven't heard of those types of complaints coming in from customers," says Ki.

In the first full month following Athos Commerce integration, an average of 8% of shoppers used CrosseMonkey sites used

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