



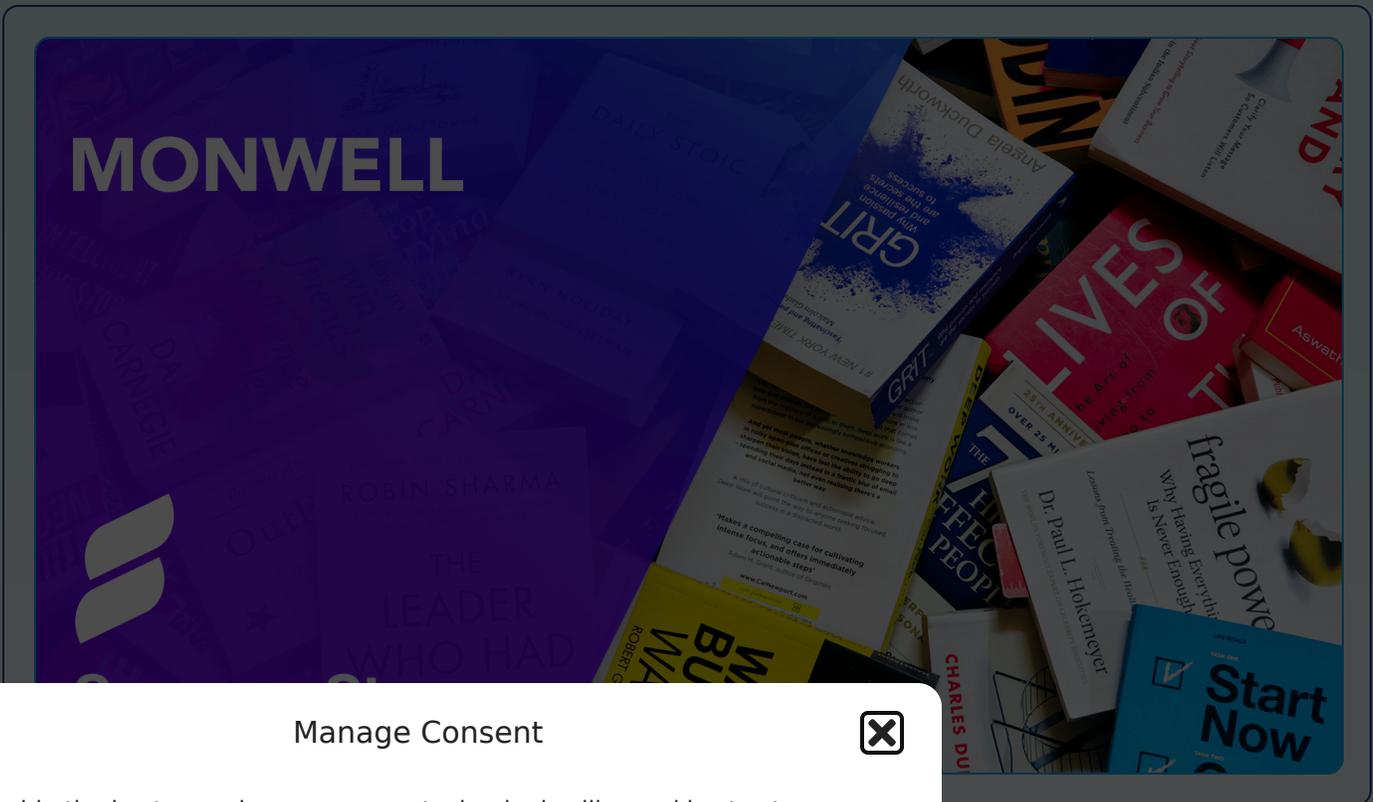
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# Monwell

Monwell uses Athos Commerce to streamline its internal merchandising strategies while offering a personalized online shopping experience for its consumers.



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7x

Higher Revenue per Visit

6x

Conversion Rate

*"As a trusted partner of 5874 Commerce for several years, Athos Commerce has been an instrumental part of many of our client's successes. Our focus on creating beautifully designed, user-friendly, and fully customizable ecommerce websites, aligns perfectly with Athos Commerce's mission; delivering the ultimate shopper experience that puts merchandisers in control."*

**Rupert Cross**

Chief Digital Officer, 5874 Commerce

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## The Partner

5874 Commerce is an award-winning digital agency based in the heart of Birmingham. By focusing on design and working hand-in-hand with their clients, they create innovative, sustainable marketing that enhances the brand experience and user engagement.

With over 10 years of experience working on BigCommerce projects, 5874 Commerce has collaborated on over 350 builds, becoming one of the most experienced agencies globally.

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## The Challenges

Looking for a solution to their platform setup with Magento, Monwell teamed up with 5874 Commerce to find a scalable solution that would allow for customization with ease. 5874 Commerce knew that BigCommerce offered the flexibility needed to meet their requirements.

The large-scale project included re-platforming 4 domains, along with providing full customization and front-end freedom for the Monwell sites when it came to editing and building out pages.

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way to streamline their shopping experience for



site search. They also saw a 34% increase in overall revenue attributed to search, while shoppers who used search spent 7x more than shoppers who did not.



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## The Results

In the first year after implementing Athos Commerce, Monwell's stores experienced an average of:

- 34% of overall revenue was attributed to search

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MEET THE FUTURE OF SHOPPING:

The Athos Commerce AI-Powered Platform

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Entertainment

## Platform

BigCommerce

## Solutions

Category Merchandising

Personalization

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