



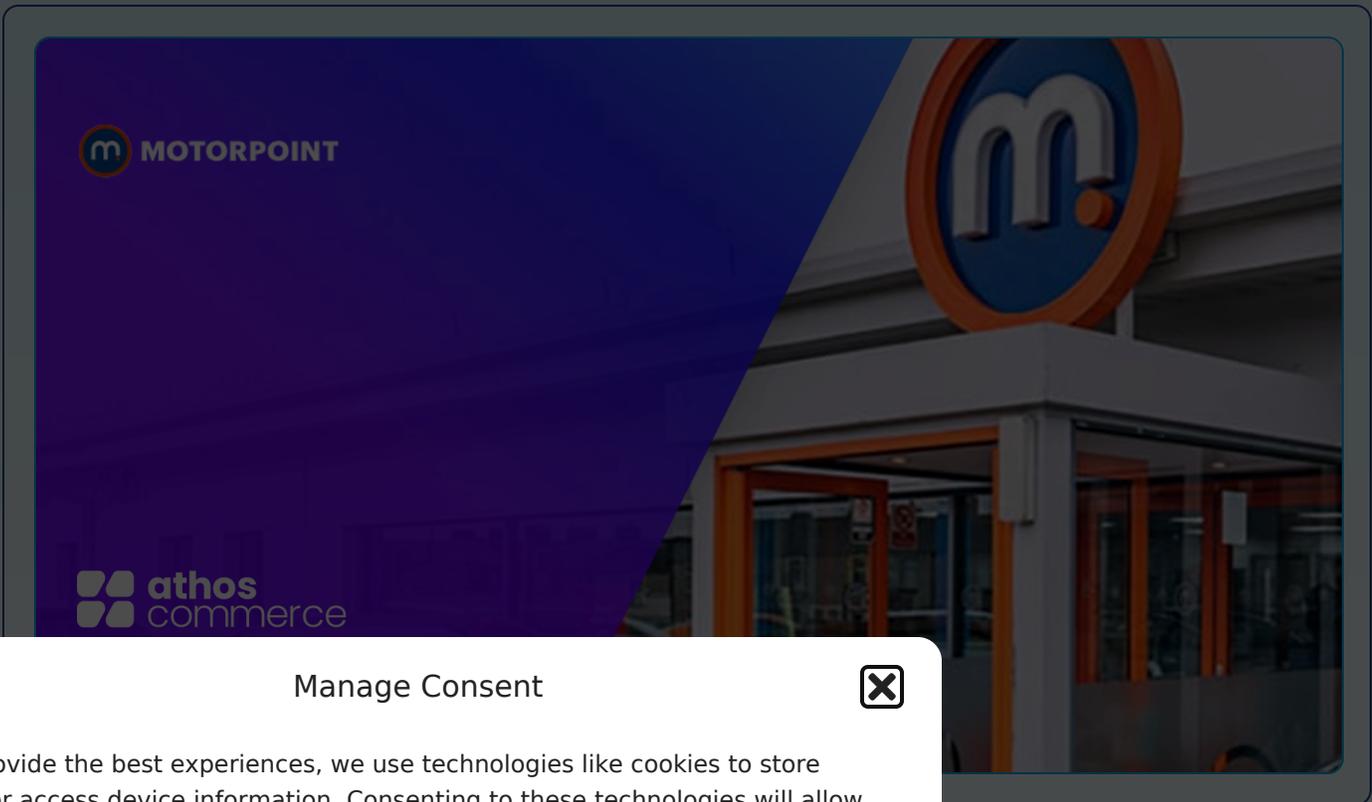
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Motorpoint Case Study

Using Athos Commerce's Intelligent Reach solutions for vehicle data management, Motorpoint increased its testing velocity 50x while improving performance and channel precision.



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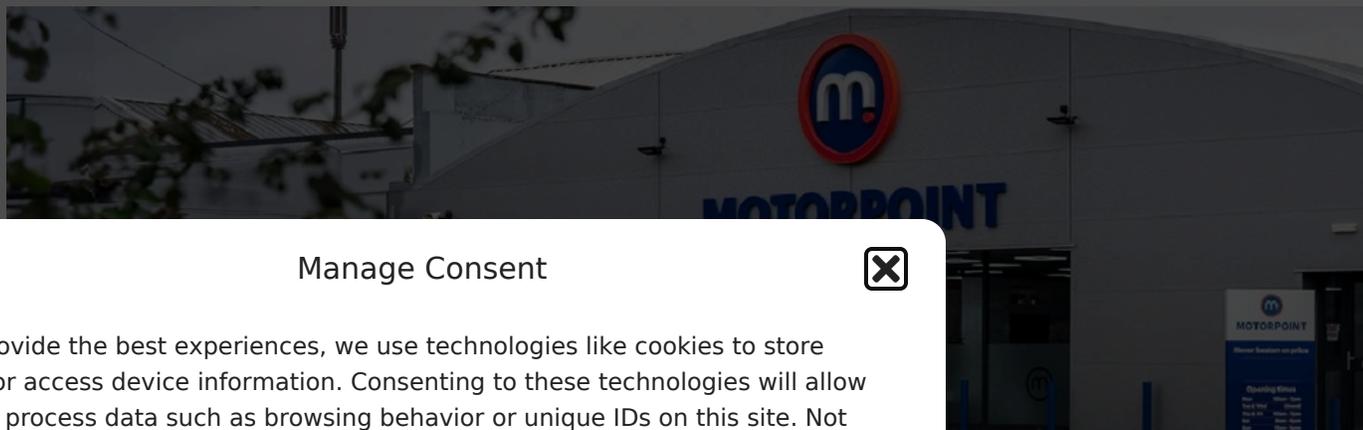
We've only been working with Athos Commerce for a couple of months but, in that time, the scale of what we've been able to achieve has been impressive. As part of our testing, we've been able to gain greater control over our feed management without the requirement of huge amounts of IT resources, allowing us to work more quickly

Selina Gribben

Head of Paid Media at Motorpoint

The Brand

Motorpoint is one of the UK's leading independent car retailers, specializing in nearly new vehicles and delivering a seamless omnichannel experience. With physical branches across the country and a growing digital presence, Motorpoint is committed to offering an easy, transparent, and customer-first car-buying journey.



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ek, Motorpoint needed a
ss multiple advertising

Their internal workflows made it difficult to keep product listings up to date with accurate



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At the same time, the team needed more control over how different vehicle types were presented across channels and more flexibility to test and optimize messaging. Without the ability to launch feed changes independently or test at scale, innovation was limited and performance left on the table.



The Solution

With Athos Commerce's Intelligent Reach solutions, Motorpoint gained full control of its product data feeds. It also removed friction from its feed management workflows and uncovered new levels of agility and experimentation.

The marketing team could now independently manage, update, and optimize vehicle listings in real time without relying on developer support. Using intuitive rule-building tools, Motorpoint quickly resolved data issues and tailored listings to the unique requirements of each platform and audience.

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multivariate A/B tests across
product descriptions to
improve performance.

on each channel to
adverts, we're

already seeing the benefits of the tests we are running



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listings, helping them increase exposure while ensuring that feeds remained compliant and high-performing across every marketplace.



The Results

Motorpoint increased its testing velocity 50x, dramatically expanding its capacity to experiment, iterate, and improve.

With greater visibility and control over feed health and performance, the marketing team was able to:

- Run continuous A/B tests to optimize listings across channels
- Launch feed updates without delay or technical roadblocks

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to a powerful lever for
channel environment.

elements of a
vehicle marketplace are most concerned about being. What we've

Selina Gribben



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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.

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Platform



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Solutions

Product Feed

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