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Officeworks Case Study

Athos Commerce helped Officeworks modernize product feeds with APIs and Google RAAP, improving accuracy, efficiency, and driving higher revenue growth.
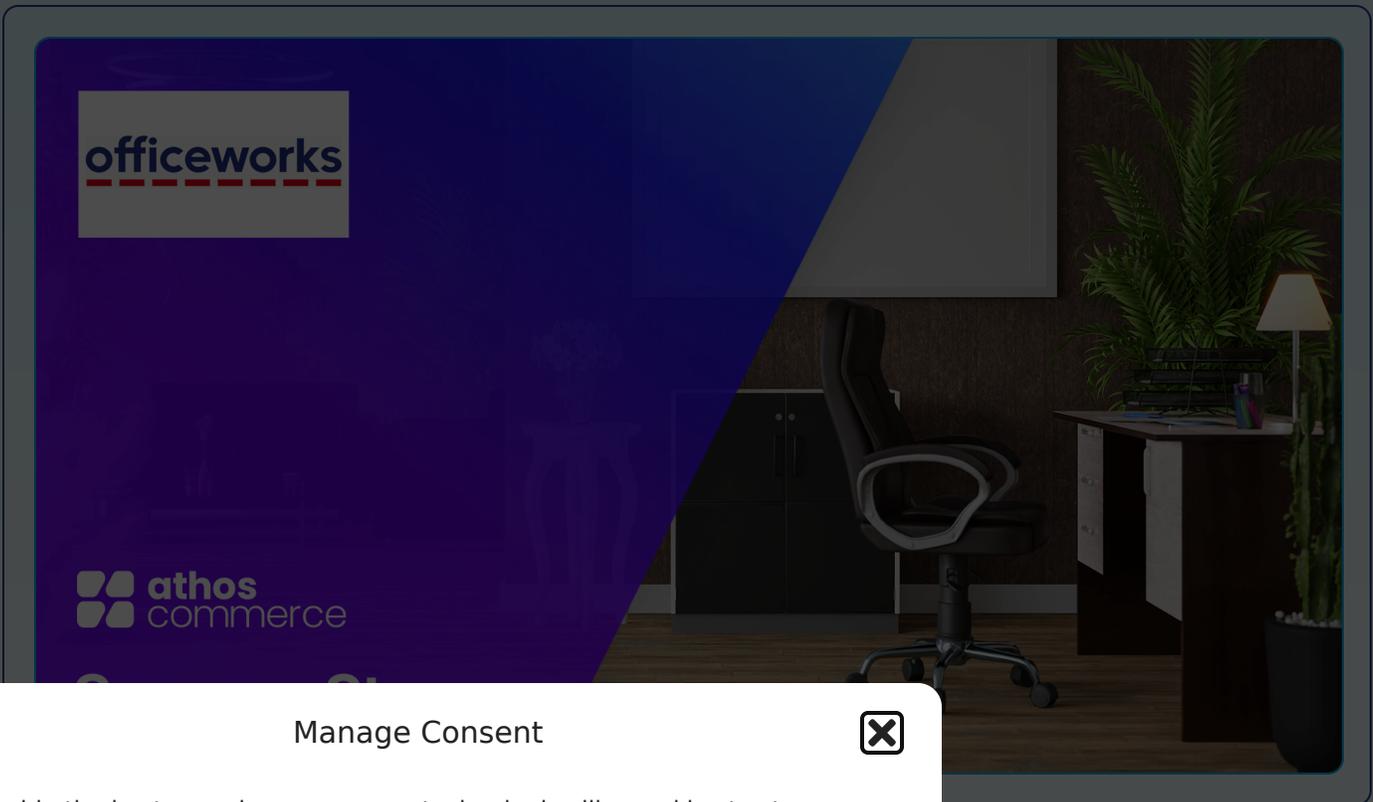
officeworks

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+15%

increase in ROAS

The Brand

Established 30 years ago in Richmond, Victoria, Officeworks is one of Australia's leading retailers, selling a range of products and services in a variety of areas including technology, stationery, education resources, furniture, art supplies and print and create. Officeworks is convenient for its customers all over Australia, operating more than 170 stores, online channels with 40,000 products, and delivering to over 3,000 postcodes.

The Officeworks Business team help Australian businesses of all sizes, including small businesses through to Government, Schools and Early Learning Centres, start, run and grow. Officeworks is helping its customers work, learn, create and connect, so they can help make bigger things happen.

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data between channel feeds and the Officeworks website.

Athos Commerce, in partnership with Google, worked together to enhance value across every stage of its digital channels ecosystem. The key achievement was the integration of Athos with Google's Regional Availability and Pricing module (RAAP) into its product data to enhance Shopping Ads. Another achievement was launching Google Content API for faster feed updates to Google.

With Google's RAAP, Officeworks was able to display product availability and variable pricing relative to customers' preferred store locations. This solution also helped to solve the client's main challenge of not being able to showcase their entire inventory.

> We are delighted to see the results from our partnership with Athos Commerce and Officeworks on Infrastructure Best Practices and inventory maximisation. These have allowed Officeworks to implement advanced capabilities such as RAAP and Content API allowing them to showcase their entire range of products to consumers whilst ensuring real-time accuracy of information.

Caroline Laird

Director, Technical Services AuNZ, Google Australia

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w real-time inventory and
h results, making it easy for
s the shopping experience

d deliver faster, more
APIs. As a result, Officeworks

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- Smoother customer journeys with site information shown accurately on media channels (Google and Meta Surfaces)
- Significantly lower time spent internally on solving data mismatches

Through RAAP Integration, Officeworks has achieved:

- 10% increase in incremental search revenue within just 3 months
- 15% increase in ROAS

> "
>
> We are delighted with the scale of what we've been able to achieve since integrating with Athos and their Google modules, and now it will be easier to add more product attributes to the pipeline to support our customers' shopping discovery journey.
>
> **Simon Sharland**
> Head of Digital Marketing, Loyalty and Online, Officeworks

Next Steps

Having seen the success with the collaboration so far, the next step is to introduce other ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚ks plans to introduce the

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growth. Contact us today to start optimizing your store for success.

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