



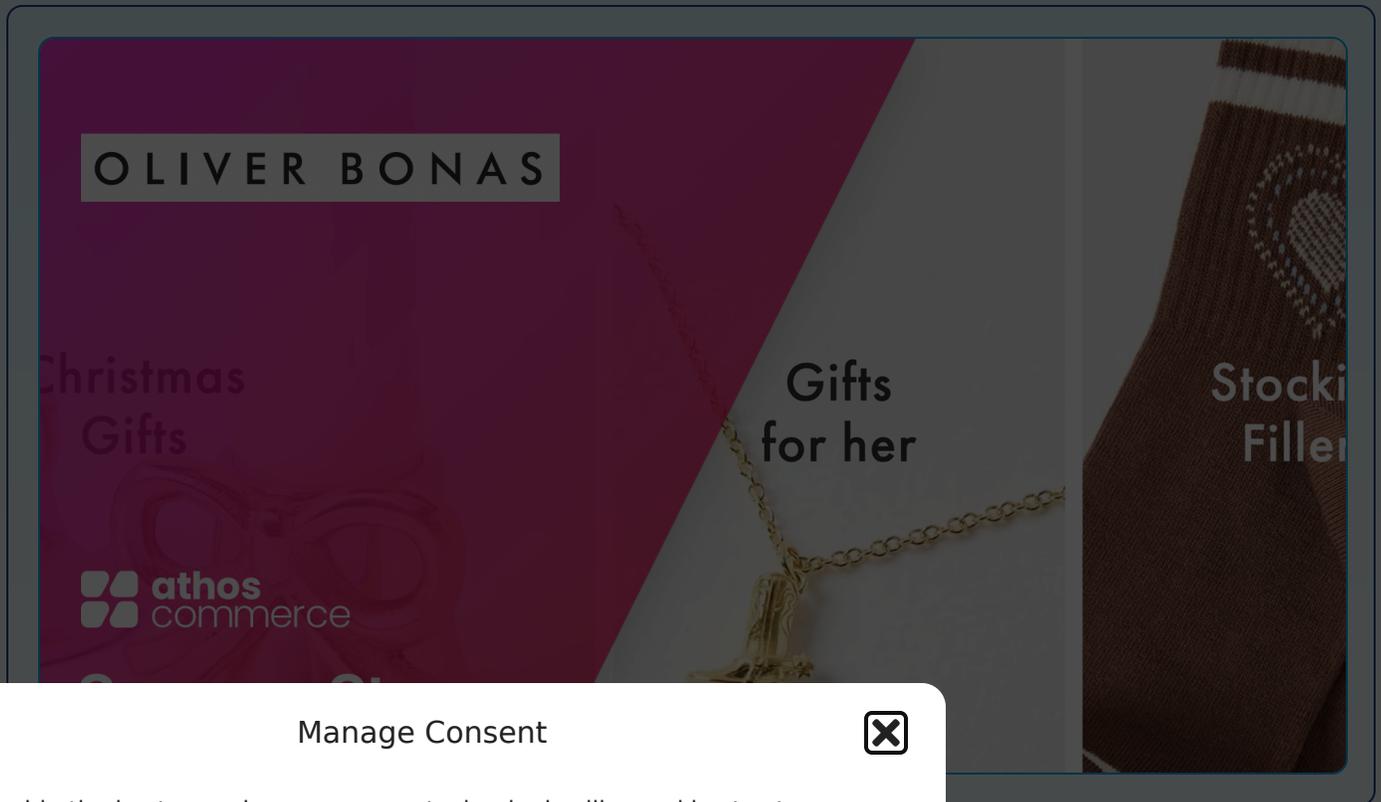
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Oliver Bonas Case Study

Oliver Bonas transforms online shopping with Athos Commerce—smarter search, effortless merchandising, and powerful results that turn browsers into buyers.



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-22%

decrease in search bounce rate

+14%

increase in search conversion rate

The Brand

Oliver Bonas is renowned for its eclectic array of fashion, homeware, and gifts. Established by Oliver Tress, the brand has flourished since it was founded in 1993, guided by a philosophy that marries innovation with tradition. Known for its unique design, with a significant portion of products developed in-house, Oliver Bonas has captivated a diverse audience, fostering a retail experience that goes beyond mere transactions to celebrate creativity and personal expression.

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), known for its robustness
platform are expertly
ed for its strategic and
ancing the online presence of
her engagement strategies

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The Challenge

Oliver Bonas faced significant challenges with their online user experience, particularly with the search functionality and category merchandising, while using their previous provider.

The brand struggled with zero search results from complex, semantic keyword searches and had to manually manage merchandising across hundreds of diverse categories, making it difficult to highlight trending products efficiently.

There was limited control over the ordering of search results, which hindered the company's ability to capitalize on fast-moving market opportunities. Products that became popular through press features or social media could not be surfaced prominently without manual intervention, leading to missed sales opportunities.

The merchandising process also lacked flexibility. Products were either ordered chronologically or required manual sorting within the CMS. This setup made it challenging to highlight trending or popular items alongside newer products, especially given the extensive number of categories, spanning hundreds across various product types that needed constant updating.

Before Athos Commerce:

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and merchandising
ly inefficient. The team
en manually added words not
ed to the addition of over
ch as "t-shirt," "tshirt," and "t

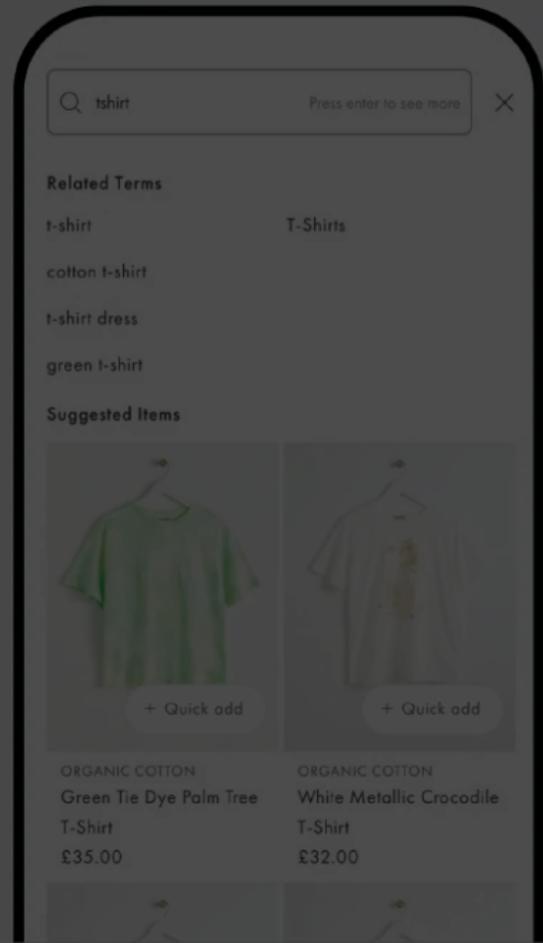
aged category
anking of categories that



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merchandising providers, ultimately seeking a system that could automate these tasks with greater ease and flexibility.



The Solution

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and manual control. Athos and recognizing synonyms for strategic product staying certain products to stay option for hands-on e-commerce experience.

encies across its teams. The from various departments to

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level of clarity and ease of use has made Athos an invaluable part of their e-commerce strategy.

”

We've found Athos easy to learn, intuitive and use navigationally, and we have several users from different departments in Oliver Bonas now using the tool.

Charlotte Byrne

Head of Content and SEO, Oliver Bonas

One of the standout successes has been with their 'papa' and 'pops' mugs, which have seen a doubling in sales compared to the previous year. These mugs, popular during peak times and heavily searched for with various terms like 'father's mug' or 'dad mug', are now more effectively surfaced thanks to Athos' smart search capabilities that require no manual input to recognize and match the diverse search terms.

Oliver Bonas has noted improved sales in other key product lines, such as cold weather accessories, which have been prominently featured and optimized by Athos across relevant categories. This enhanced visibility has directly contributed to their success on the website.

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managing a vast array of
/ automating many of the
complex category
learn and adapt has also
top of their categories,
e exposure.

products with fragmented stock, particularly sized items such as clothing, and to implement a more granularly chronological approach to showcasing new items. The company is also



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Additionally, they are planning significant upgrades to their reporting and analytics to better inform decision-making, which will involve further development work to integrate these tools directly within their e-commerce system. These advancements underscore Oliver Bonas's commitment to continual improvement and innovation in their digital strategy.

- 22% decrease in search bounce rate
- 20% increase in search transactions
- 14% increase in search conversion rate

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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best practices straight



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Industry

Fashion & Apparel

Furniture & Home Decor

Platform

Adobe Commerce

Magento

Solutions

Category Merchandising

Search & Autocomplete

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