



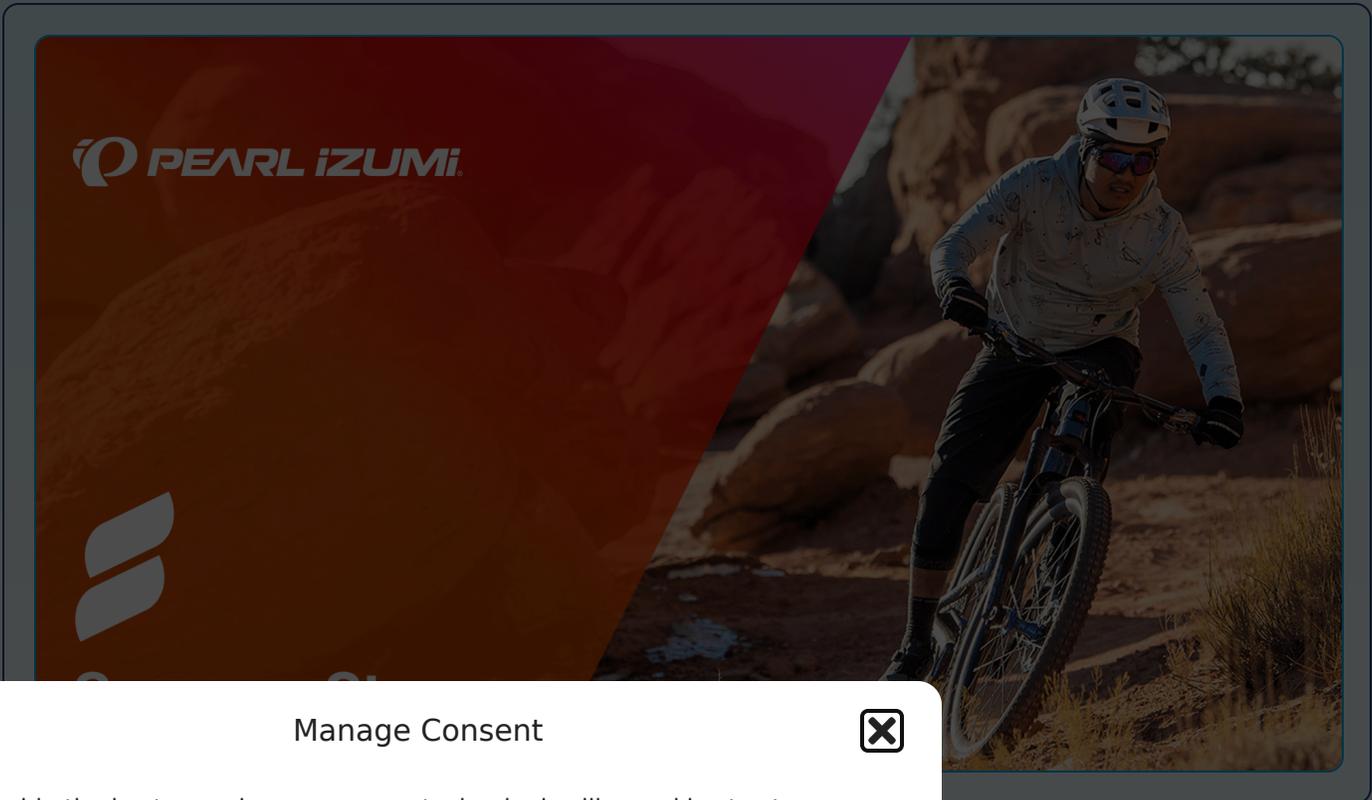
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# PEARL iZUMi

With Athos Commerce, PEARL iZUMi has much more control over the online journey, providing a seamless and easy-to-navigate shopping experience for their customers.



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11%

Increase in Revenue From Search

4x

Conversions From Recommendations

*"For a technical apparel brand like Pearl iZUMi, product findability is crucial. In order for brands to succeed, they need to create collections that are easy to browse, provide accurate search results, and have powerful merchandising options. Athos Commerce worked closely with our team to provide solutions that met those needs and coordinated any optimizations that were needed."*

**Rebecca Olson**

Head of Project Management, eHouse Studio

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**ZUMi**

tain biking, cycling, and  
friendly business practices,

## The Partner

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of experienced strategists, designers, and developers are dedicated to building and optimizing sites that shoppers love, and implementing retention tactics that keep them coming back.

**NoFraud** is an ecommerce fraud prevention and checkout solution that protects businesses from fraudsters, eliminates chargeback losses, and provides smoother, more frictionless checkout experiences for trusted shoppers.

## The Challenges

PEARL iZUMi was struggling with its current ecommerce platform. Bug fixes, maintenance issues, and limitations were preventing their marketing team from focusing on customer experience and business growth.

Despite their platform's fraud filters, PEARL iZUMi was still experiencing a significant amount of chargebacks. The team struggled to distinguish loyal customers with high-risk purchasing patterns from fraud, resulting in false declines and lost revenue.

Using the native search functionality of their platform, the PEARL iZUMi team struggled to keep up with the manual tasks of merchandising their site. They also recognized a need for an enhanced search solution that could not only improve the user experience but keep their shoppers engaged on-site longer.

## The Solutions

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ine store to [Shopify Plus](#),  
pify Plus, their team was free  
nce.

oling the company to scale  
uously provide leading-edge

displayed throughout the site.



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out of stock, boost rules ensure that items with an inventory of zero are not being displayed. This ensures that shoppers are experiencing a seamless online experience, finding only available items to purchase.

In order to create a more frictionless checkout experience for their shoppers, PEARL iZUMi turned to NoFraud. Their fraud prevention and checkout solutions enabled the brand to approve and automate the fulfillment of healthy transactions with high-risk purchasing patterns – previously declined by their platform – increasing revenue, improving the user experience, and driving brand loyalty.

## The Results

Within the first month after implementing Athos Commerce, PEARL iZUMi saw that shoppers who used site search were four times more valuable than shoppers who did not. While they found that 11% of their overall revenue was attributed to [site search](#), they also experienced a four times conversion rate on cross-sell [product recommendations](#) on their cart page.

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Category Merchandising

Personalization

Search & Autocomplete

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