



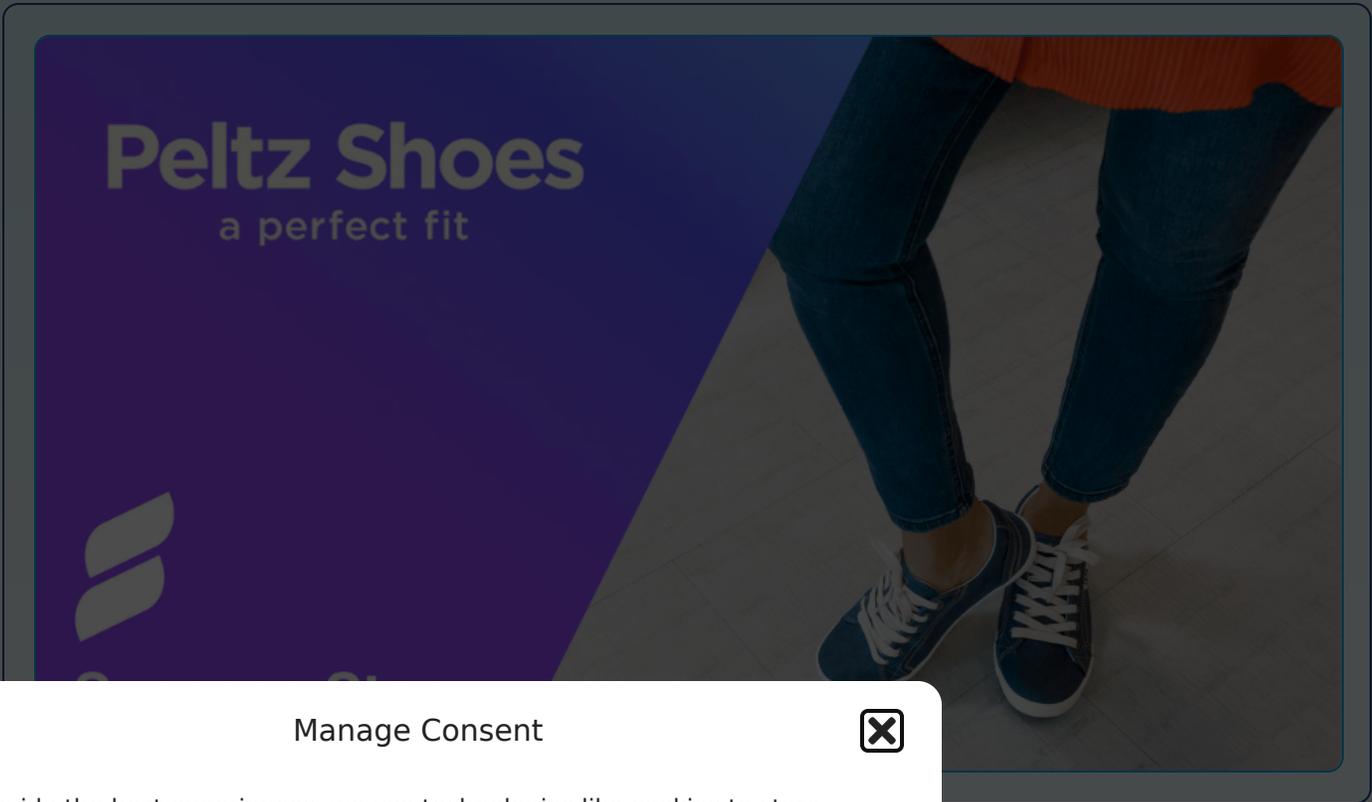
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Peltz Shoes

Peltz Shoes has seen a 12.9% increase in conversions with Personalized Search and Merchandising.



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"We've been with the same service rep every step of the way since we began with Athos Commerce four years ago. Since then, we've had an incredible relationship with Athos Commerce—every feature request or customization, now matter how small, was punctually replied to and resolved. They've really set the benchmark for how we view customer experience with any company we interact with."

Cody Saporito

Marketing Director, Peltz Shoes

Peltz Shoes

a perfect fit

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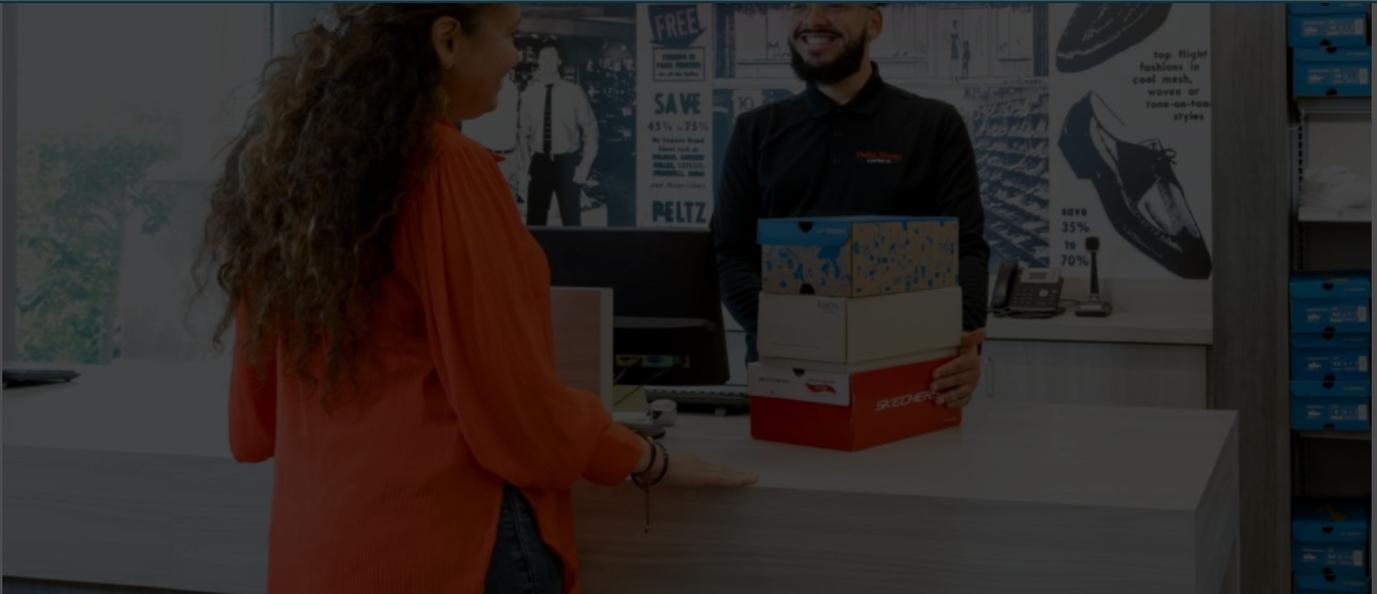


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The Brand

Peltz Shoes, a dedicated Athos Commerce client since 2018, offers quality, name brand shoes at a great price. They specialize in hard-to-find sizes for hard-to-fit feet, carrying everything from women's size 4 to men's 17. They also carry super narrow and extra wide widths. With over 250,000 shoes and 150 name brands, they have something for everyone. Peltz Shoes updates their site with new products every week and offers the best value everyday.

"With the massive amount of products and brands we carry, a merchandising solution was vital for us to put the right product in front of the right customer," said Cody Saporito, Marketing Director for Peltz Shoes. "Having extended sizes and widths can be a

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merce's platform and
ed using their services."

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Personalized Search and Merchandising

When Athos Commerce announced the launch of Personalized Search and Merchandising, Peltz Shoes was eager to try the tool on their site. Within days, their Personalized Search and Merchandising journey began.

"We were reached out to about an opportunity to try out a new personalized search feature Athos Commerce had been developing," said Saporito "As a company in a highly competitive market, we're always looking for an advantage to set us apart from the other guys. We only had to send a few details to get the test started and for the next four weeks, they monitored the results making sure nothing was negatively impacted. They periodically checked in with us, letting us know how the test was performing and we were seeing nothing

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A/B Testing

To properly examine the impact of Personalized Search and Merchandising on their ecommerce site, Peltz Shoes chose one merchandising campaign to A/B test: Women's Sandals.

The testing worked like this:

- Athos Commerce added Personalized Search and Merchandising to the existing merchandising campaign and tested results against the existing baseline – in this case, the conversion rate of women's sandals.

two metrics:

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The Results

After three weeks with Personalized Search and Merchandising on their women's sandals merchandising campaign, Peltz Shoes conversion rate jumped 43% thanks to Personalized Search and Merchandising.

At the end of the testing period, women's sandals had a 12.9% overall increase in conversions. Peltz Shoes has now implemented Personalized Search and Merchandising throughout their entire website.

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substantial. With the ease of adding Athos Commerce's results," says Saporito on

ing complete, Athos

tool can further help Athos Commerce clients deliver the ultimate shopper experience.

"Since implementing Personalized Search and Merchandising on their site, Deltz Shoes has



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