



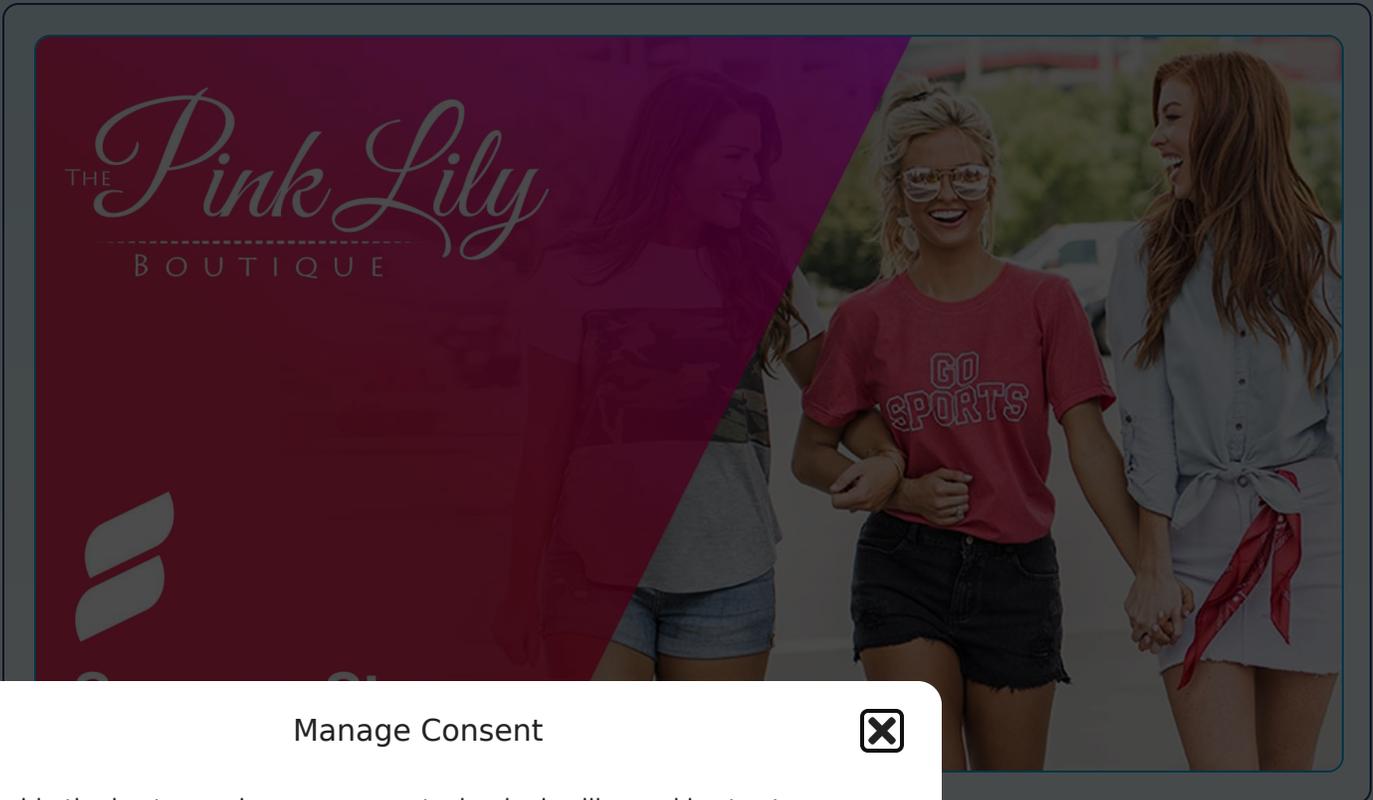
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# Pink Lily

Since implementing Athos Commerce, the Pink Lily team logs in daily to create or modify landing pages, search results, category pages, and view reports.



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*products based on our goals. Usually, we'll use it to ensure that out-of-stock products are on the last page. It makes it much easier to get our site aligned with marketing."*

**Mary Bidwell**

Web Specialist for PinkLily.com

*Pink Lily*

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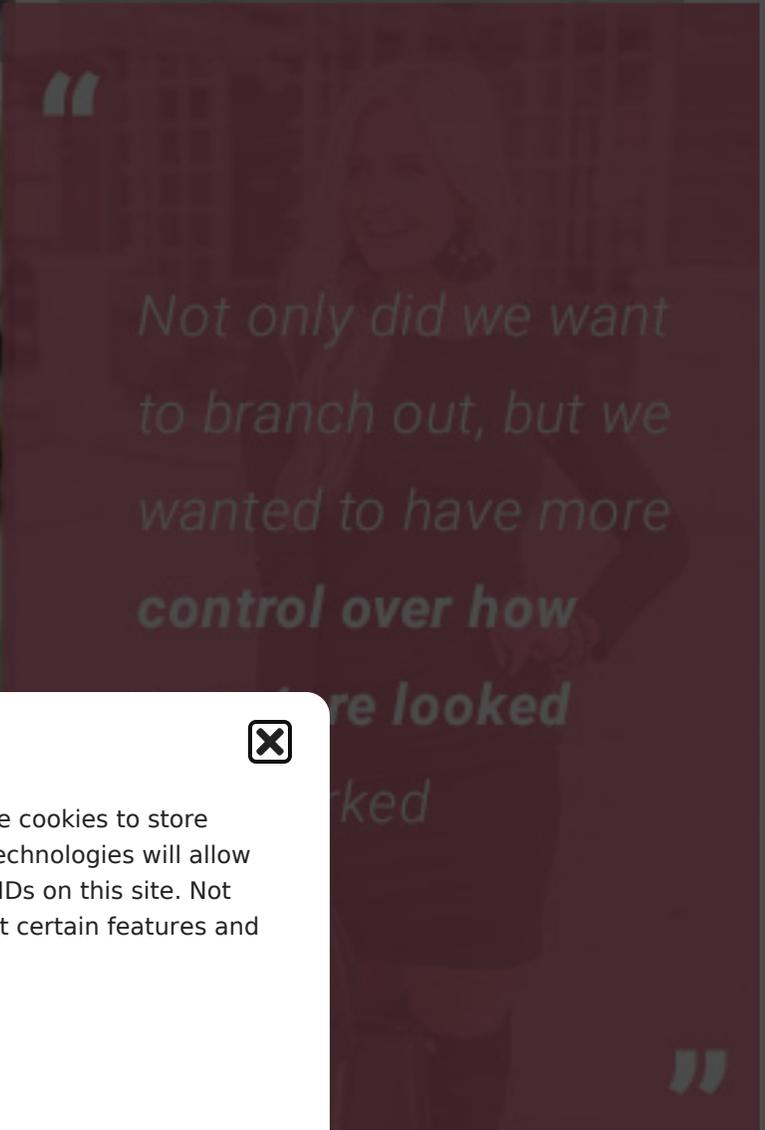
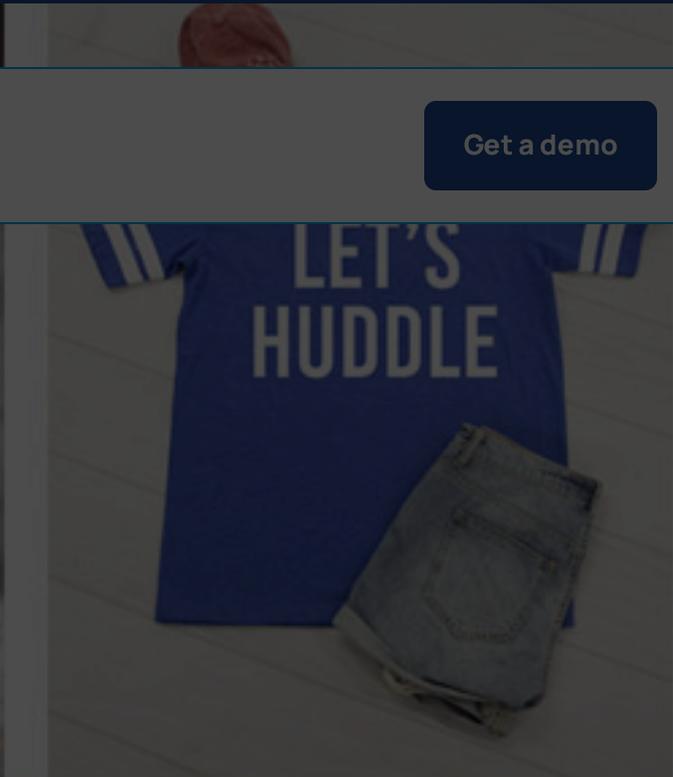


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“

Not only did we want to branch out, but we wanted to have more control over how

we were looked

at.

”

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With more control over how their store was experienced by shoppers, founders Tori and

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To be specific, the native search on BigCommerce wasn't getting the conversion rates Pink Lily's founders had hoped it would. So after some time, Tori and Chris began to look for better solutions. Athos Commerce's search and autocomplete were able to meet their conversion needs by delivering relevant products for their common searches.

Beyond search, Pink Lily also puts a lot of effort into merchandising their store. They log into the store every day in order to create or modify landing pages, search results, category pages, and view reports.

This hands-on approach allows them to ensure that their shoppers are getting the most engaging and enticing experience possible, and helps them coordinate with marketing.

Since Pink Lily's merchandising team is so detail oriented, they needed a solution that would be able to keep up with them, and enable them to do more sophisticated work. According to Mary, prior to integrating with Athos Commerce, manually sorting 10-15 products would take them up to an hour. Now, using Athos Commerce's drag-and-drop editor, that exact same task takes less than 5 minutes.

In addition to the curated approach, Pink Lily's merchandising team also experiments with a rules-based automated approach.

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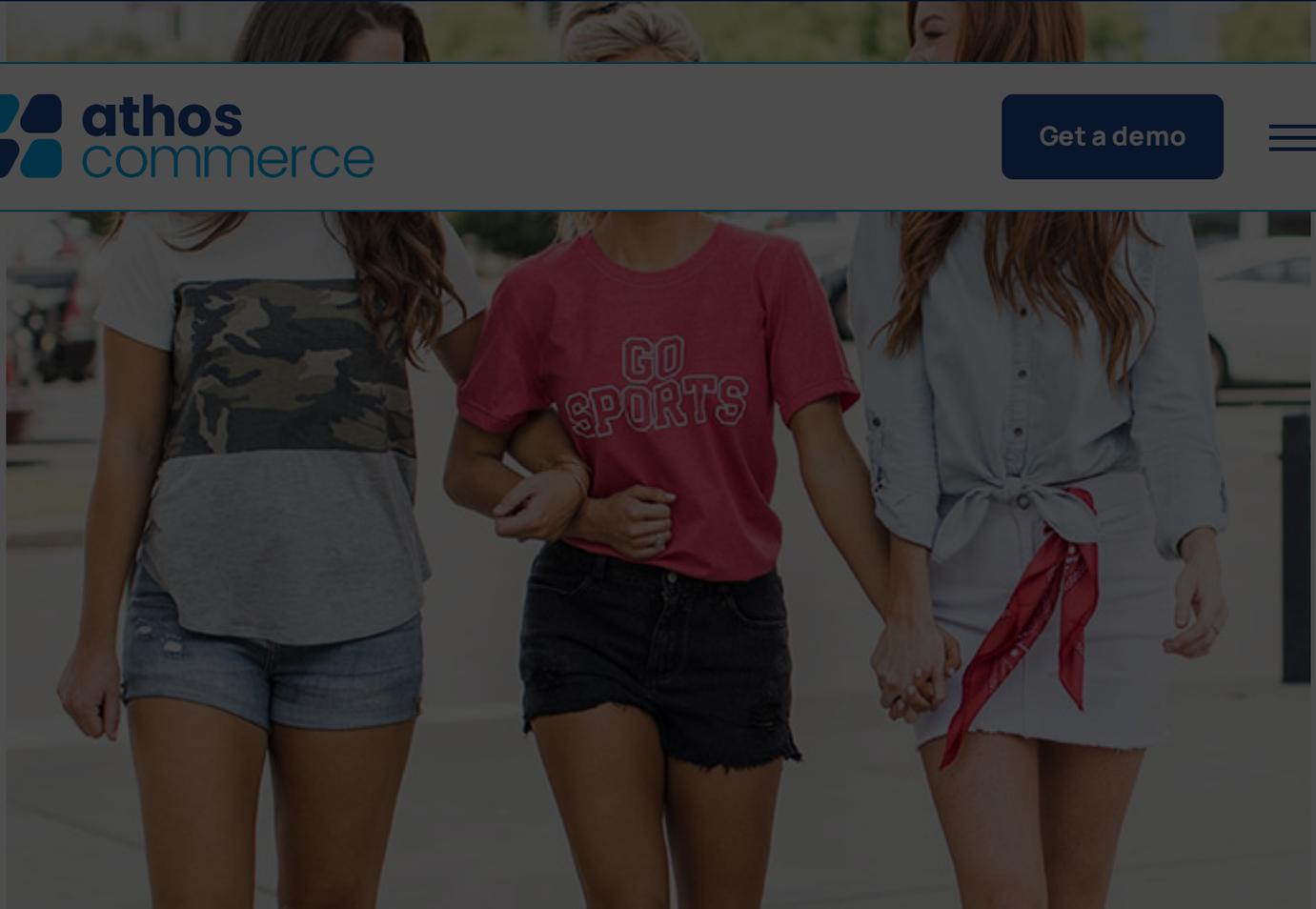


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## The Results

Using Athos Commerce's boost rules, Mary is able to create a rule for any search, category page, or landing page that moves out-of-stock products to the last page, ensuring that shoppers aren't bothered with products that are unavailable. This is just one example how a boost rule can be used to align with business goals.

Pink Lily also uses Athos Commerce's landing pages feature to quickly create and merchandise pages that can be used in tandem with marketing.

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