



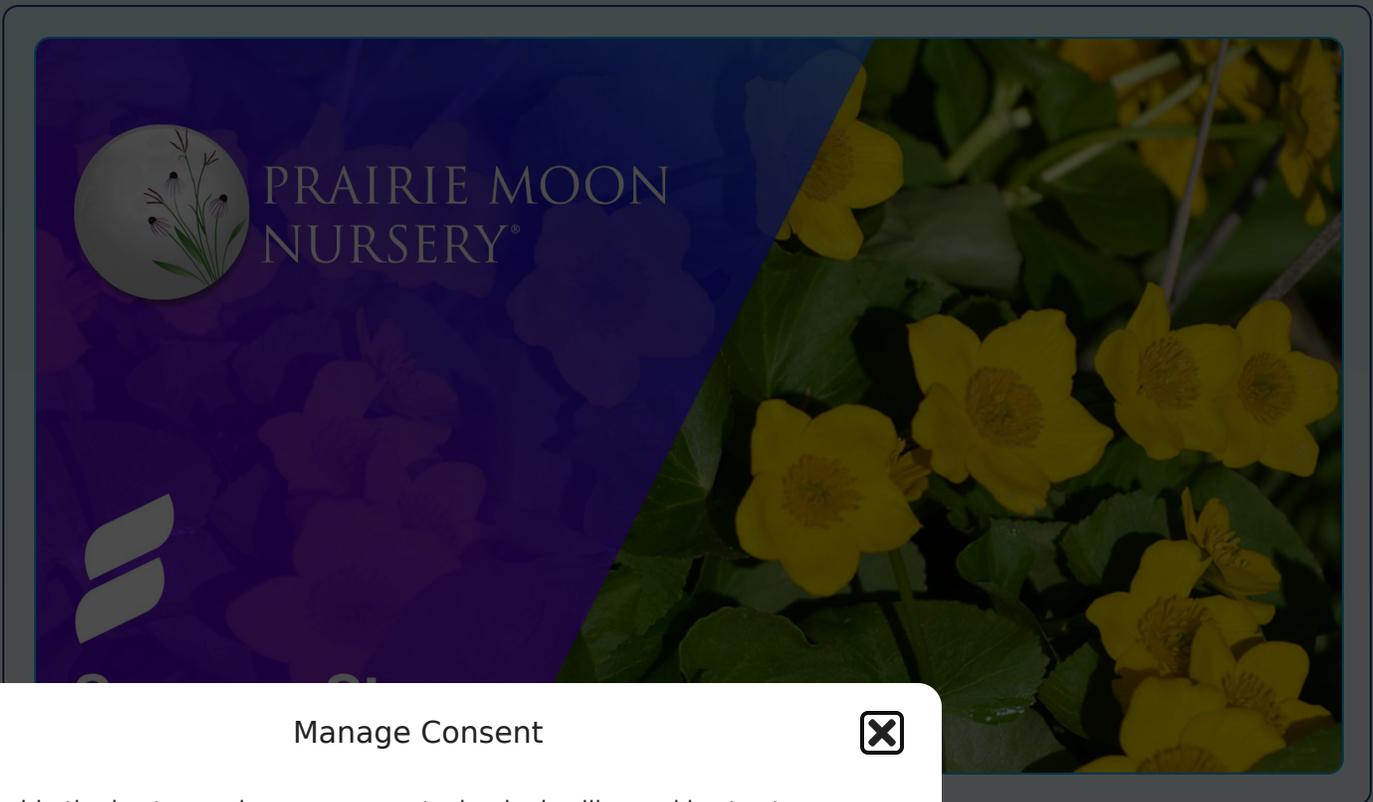
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Prairie Moon Nursery

Initially focused on search and navigation, Prairie Moon Nursery further optimized the shopping experience with their new merchandising powers.



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4x

Higher Conversion Rates With Search

"No matter what you sell, you need a powerful search tool on your site. Athos Commerce is a no brainer, it pays for itself and then some."

Becky Klukas-Brewer

Director of Marketing, Sales & Consulting, Prairie Moon Nursery



PRAIRIE MOON
NURSERY®

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The Brand

Prairie Moon Nursery traces its roots back to two early advocates of prairie restoration, Doug and Dot Wade. Their son, Alan, began selling native seeds from his rural Minnesota living room in 1982, and forty years later, Prairie Moon Nursery offers the largest native plant collection available for retail sale in the U.S.

With a network of growers across the Midwest, the brand's products span over 700 North American species, and their seeds and plants have been used by national parks, local municipalities, corporate planners, teachers, farmers, and backyard gardeners.

Alongside the catalog of products on the Prairie Moon Nursery site, customers can find educational resources to help them join the collective effort to nurture and sustain the living landscape – a movement that the brand champions.

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The Challenges

"When you sell 700+ species and they all have a variety of sun, soils, heights, colors, bloom times, growing zones, and other attributes, you *have* to provide a robust search tool for customers to find the right plants for their needs," says Becky Klukas-Brewer, Director of Marketing, Sales & Consulting. "Miva had a basic filter search, and it was clear from the beginning that we needed something more tailored to our requirements."

When mapping out the online shopping journey, Prairie Moon Nursery's customer demographic also has to be taken into account. "One of the challenges faced by the Gardening industry is an aging population, many are hesitant to embrace technology. We need our navigation and filters to be easy to use," says Becky.

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While the surge in demand is...
feel fortunate to be in an...
making up new pastimes, or...
But given that we sell...
with demand. These crops...
on advertising to help our



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The Solutions

Athos Commerce was suggested to the Prairie Moon Nursery team as a solution to their complex search and navigation needs. "Athos Commerce came highly recommended by Miva when they were building our site. We also spoke to other Miva clients using Athos Commerce and their experiences were positive, so we knew the investment would pay for itself," says Becky.

Addressing the navigation and filtering issues on the site, and creating search synonyms and redirects were their first priorities. "We have product abbreviations that we use internally, and we wanted to make them searchable on the website so sales staff could help customers more efficiently," says Heather Gustaf, Sales & Consulting at Prairie Moon Nursery. Soon, the

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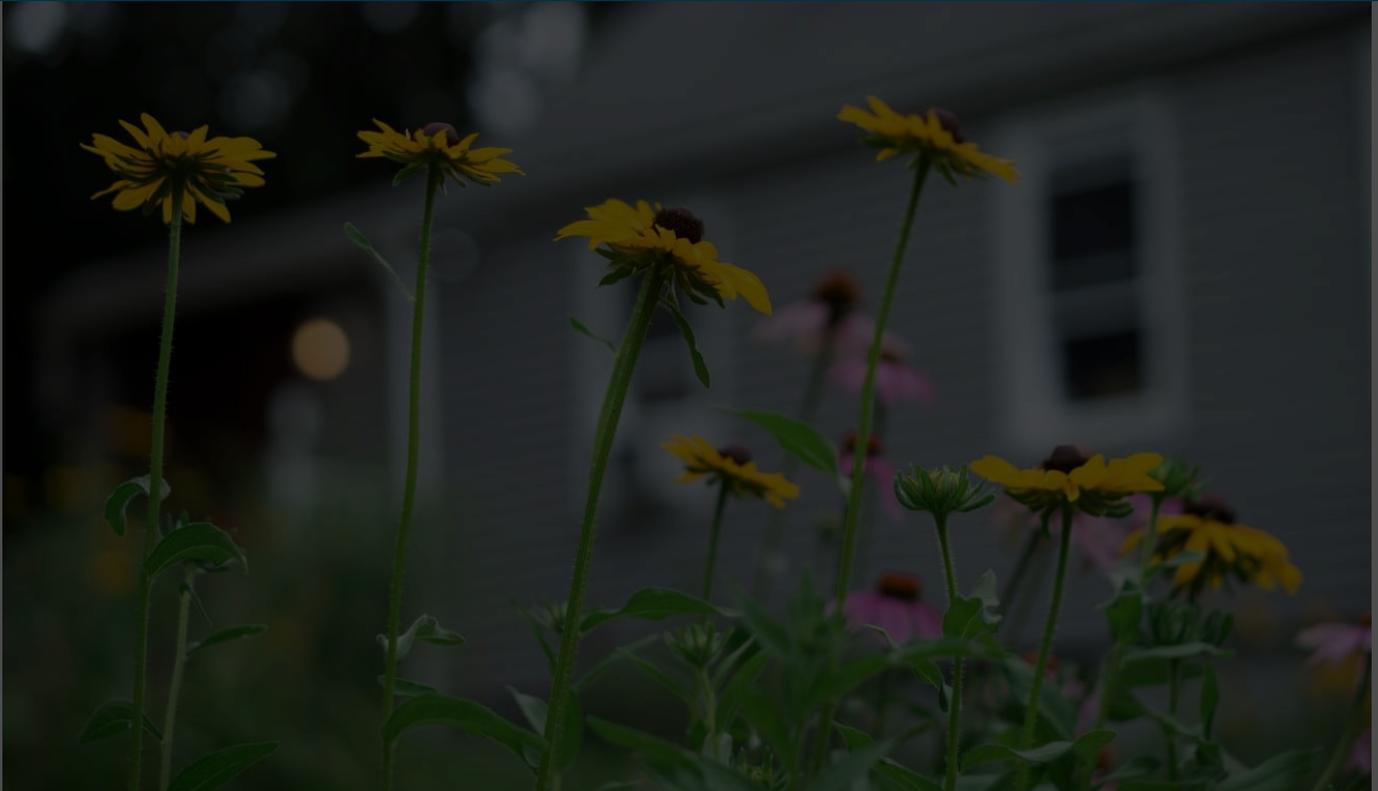
hadn't previously

y were essential. But we
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that filter out unavailable

to do, so I'm constantly in Miva and Athos Commerce making small adjustments."



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The Results

"Because our website is now more efficient, we have fewer customer questions to field," says Heather. "It's easy to add a new page or change the order of products, and as we work to scale up, Athos Commerce helps to ease some of the growing pains."

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Platform

Miva

Solutions

Category Navigation

Search & Autocomplete

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