athos commerce

Get a demo

Rip Curl

Rip Curl is riding the wave of success with leading ecommerce tech from Athos Commerce.
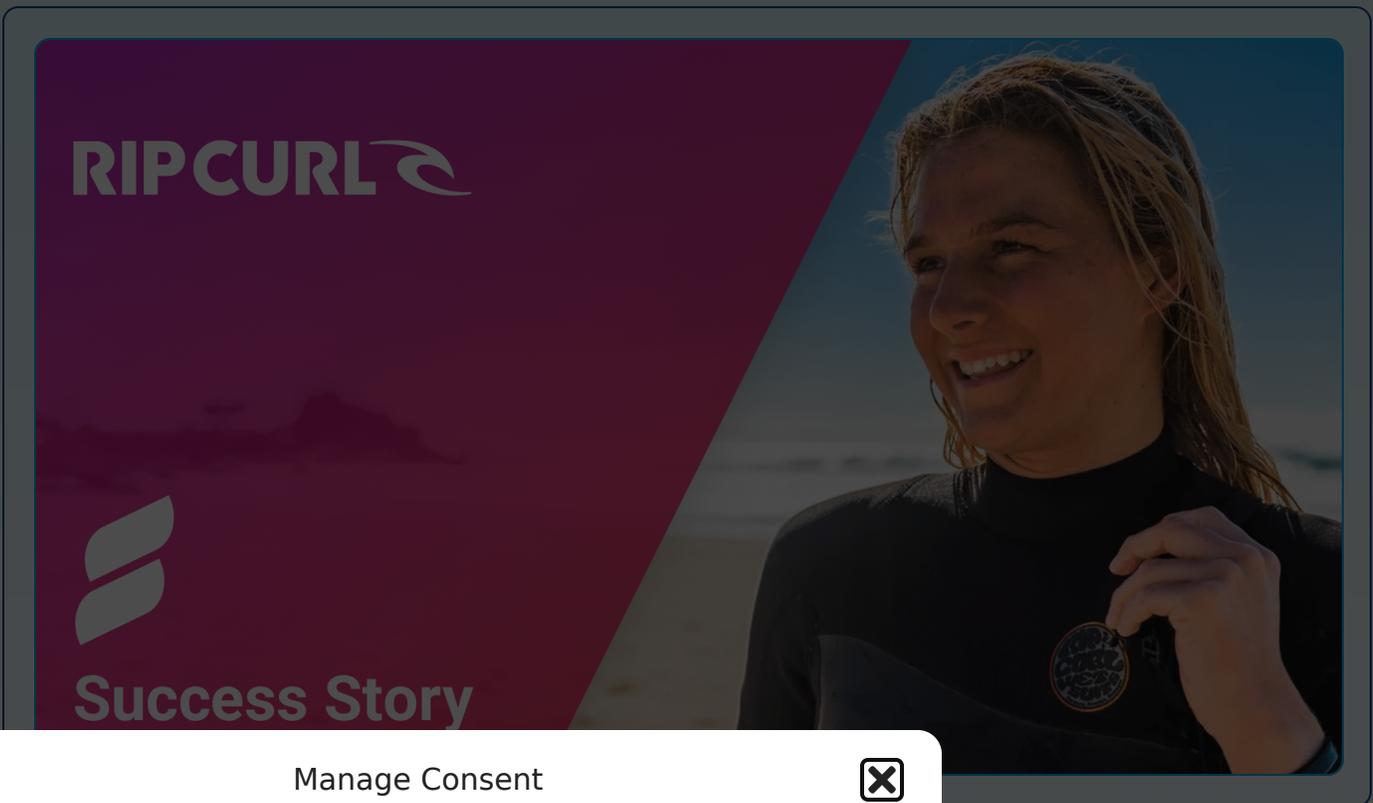
RIP CURL

Success Story

Manage Consent ✕

Accept

Deny

View preferences

Cookie Policy   Privacy Policy   Impressum

athos commerce

Get a demo

10%

20%

Increase in Revenue From Search

"My advice to anyone in ecommerce would be to think about the ease of the shopper experience and how to reduce friction. Technology like Athos Commerce can help shoppers find the products they want and get to checkout faster. This can all have a massive impact on reducing drop-off and lifting conversion rates."

Daniel McLean
Ecommerce Manager, Rip Curl

RIP CURL

Manage Consent   ☒

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

icon specialising in surfwear
s humble beginnings of
e basement behind the

omers. *The Search* is the
ommunal ideal and a

Cookie Policy   Privacy Policy   Impressum

company does as the ultimate surfing brand.

athos commerce

Get a demo

Ecommerce Manager, Daniel McLean, came on board in the early days of COVID-19 to optimise Rip Curl's online presence. Ecommerce was seeing rapid growth, with consumers quickly forming new shopping habits that prioritised online channels. During this time, they came to the fast realisation that technology and processes needed to adapt.

> "We could see there was an ecommerce boom on its way as the pandemic hit. We knew we needed to keep in front of changing shopper behaviours and maximise that boom. Improving our back-end systems was key to enhancing front-end shopping experiences."
>
> **Daniel McLean**
> Ecommerce Manager, Rip Curl

Manual merchandising processes were a key candidate for enhancement. Rip Curl identified an opportunity to streamline processes for their lean team and drive efficiency internally and take their customers' search and discovery journey to the next level.

The Solutions

Along with a re-platform to replace legacy code and processes that would increase efficiency, Rip Curl engaged Athos Commerce to implement a winning combination of enhanced onsite search experiences for customers and more productive processes for its merchandisers.

Manage Consent ✖

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

kly began making use of
n best sellers, high
gic. This meant much
s to spend on strategic

[Cookie Policy](#)   [Privacy Policy](#)   [Impressum](#)

search insights provide faster product discovery and a better overall shopper experience.

Curl is able to set merchandising rules, such as boosting products and markdowns within search results by individual or multiple domains. Rip Curl's merchandisers have gained a new level of adaptability and have saved considerable time with Athos Commerce's rules and automation.

Daniel elaborates, "Our previous systems relied on daily merchandising of items. A lot of time went into researching the performance of items, monitoring inventory, and other variables to then manually merchandise the site. Now, we can simply set our variables, let Athos Commerce do the hard work, and review performance to make sure everything stays on track. We're also continuing to find incremental increases in conversions and growing our average order value."

> "Athos Commerce gives us the flexibility across multiple domains to show products in specific catalogue orders or dynamically re-order the display of products most relevant to shopper' search queries. It helps us manage things from a global level more effectively but also caters to the preferences and behaviours of regional audiences. Especially when managing closely-related regions like Australia and New Zealand, Athos Commerce's merchandising capabilities make everything much more efficient."
>
> **Daniel McLean**
> Ecommerce Manager, Rip Curl

The Results

easier than ever before – xperienced a 55% increase in earches. Even more he same period.

dising of items with seamless imed significant time. As a s that provide an even more

---

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

the best merchandising approach. Instead, we're now spending that time on value-add activities that further enhance the experience for our shoppers."

athos commerce

Get a demo

Daniel also notes the ease of implementing and managing Athos Commerce, "We basically set things up once with Athos Commerce and then it just works. That gives us the confidence to quickly move on to the next improvement items."

The technology partnership between Rip Curl and Athos Commerce is one that will continue creating results for years to come. As Daniel explains, "Athos Commerce's implemented team did an amazing job of giving us exactly what we needed – even finding more efficient workarounds for our standard ecommerce platform functionality. They're brilliant at making things work and have always focused their development around our needs instead of trying to fit our needs to their development. It's rare to find technology partners as invested in working this closely. It's a true partnership that brings real results."

Share on social

Want to keep tabs on us?

Sign up to get a variety of resources filled with ecommerce best practices straight

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Fashion & Apparel

Platform

Adobe Commerce

Solutions

Category Merchandising

Personalization

Search & Autocomplete

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum

athos
commerce

Get a demo

Manage Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Cookie Policy   Privacy Policy   Impressum