



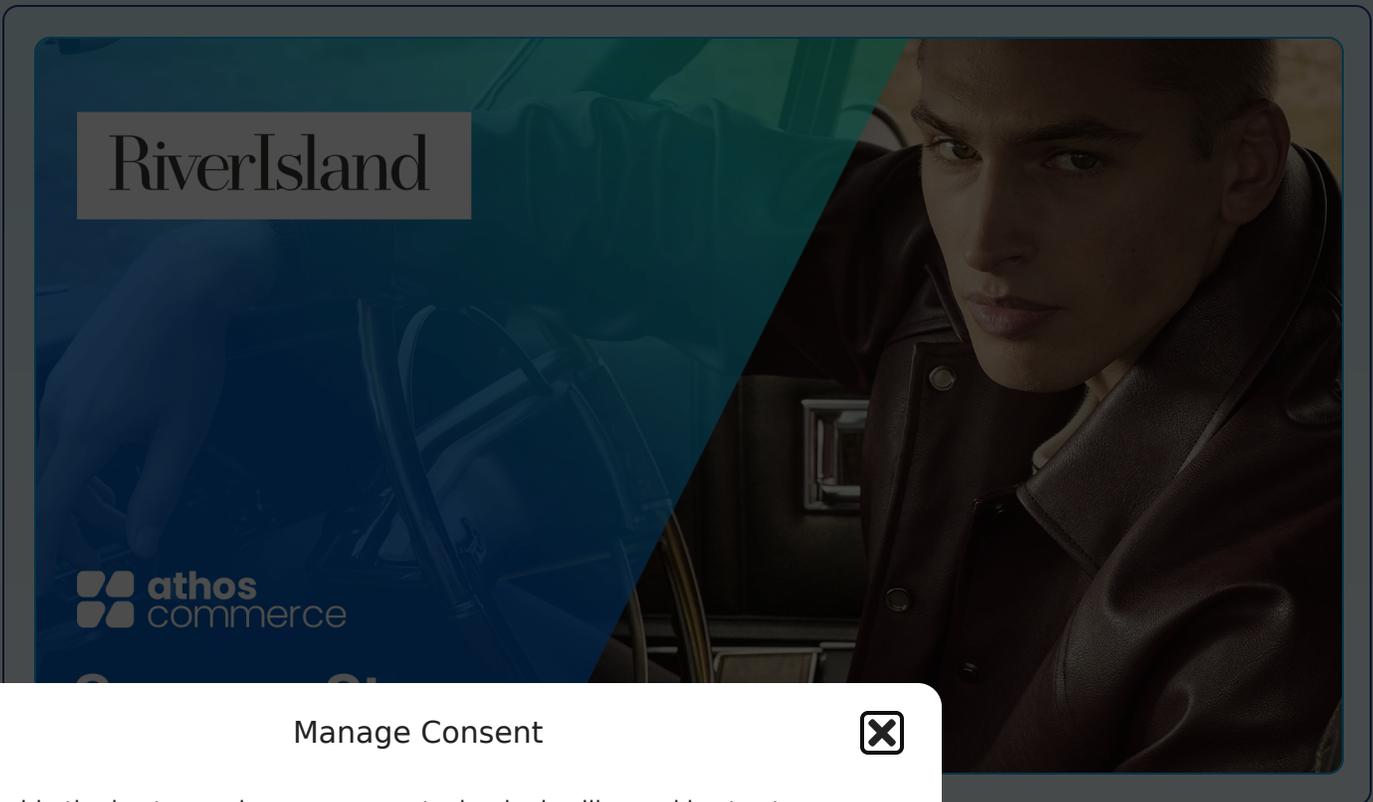
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River Island Case Study

River Island worked with Athos Commerce to launch product feeds on Google Shopping, gaining greater visibility and strong uplifts in clicks, orders and revenue.



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+42%

increase in orders

+35%

increase in clicks

The Brand

River Island is a UK-based fashion retailer known for trend-led apparel and accessories for women, men and youth. The brand operates hundreds of stores and a strong ecommerce presence, and relies on online performance alongside its high-street estate.

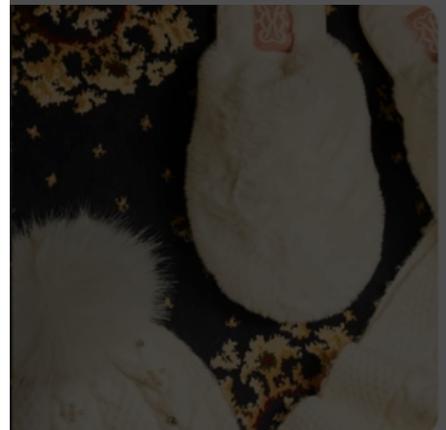
Effective use of digital channels and data-driven merchandising is critical for the business to maintain growth and customer engagement in a competitive fast-fashion market.

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Before engaging with Athos Commerce, River Island had no way to quickly launch product



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requirements.

- Limited insight into product-level KPIs for offsite campaigns.
- Missed opportunities in search-driven selling due to absence of feed infrastructure.

These gaps restricted their ability to exploit paid search and shopping channels during peak trading periods.



The Solution

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and-optimisation process
bid launch. Core elements:

Shopping to maximise

ing control to optimise

adiness, enabling better

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product feed while giving us item-level bidding control. That made a big difference for a fashion retailer like us.

Andy Miller

PPC Manager, River Island

The Results

The feed optimisation and channel activation delivered immediate positive outcomes:

- Clicks rose by 35%, showing better visibility and engagement.
- Orders grew by 42%, demonstrating improved conversion from the feed launch.
- Revenue increased by 49%, reflecting the combined effect of increased exposure and better matching of product to intent.

These gains highlight that the improved product feed and bidding controls delivered tangible business value for River Island.

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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