



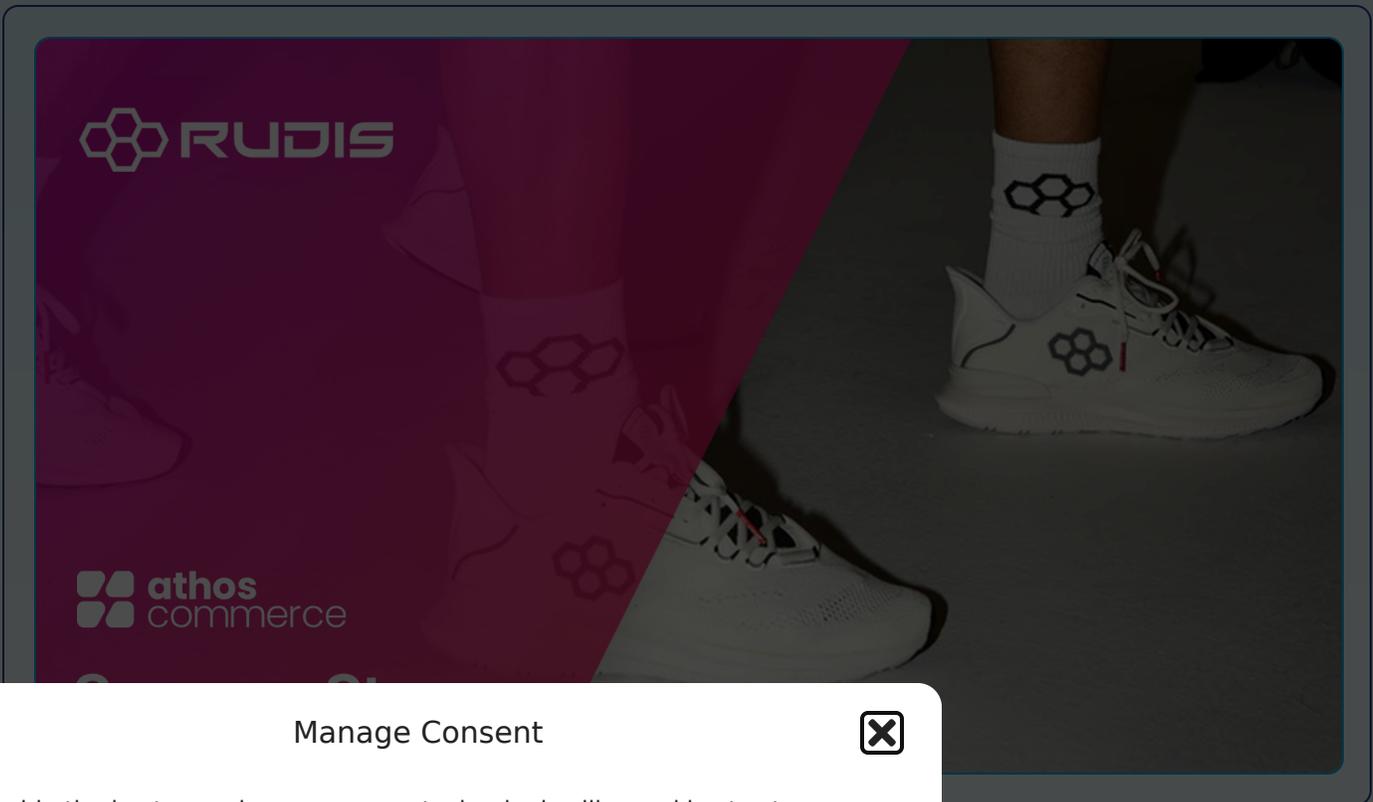
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RUDIS Case Study

Discover how Rudis has elevated its merchandising strategy using Athos Commerce's Merchandising tools.



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+18%

increase in conversion rate

+12%

AOV driven by personalized recommendations

”

We lean on Athos so much for merchandising. It's the number 1 feature we use and we've had such success using it.

Emily Riggan

Ecommerce Experience Designer, RUDIS

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oes and apparel. Founded in
ing and competition apparel,
etes from grassroots level
ng community through

real-world presence through athlete partnerships, team programs, and live events, allowing the brand to build meaningful connections both online and on the mat.



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with global, mass-market brands. After more than a decade in operation, the company has grown by combining a strong digital presence with a deep understanding of the wrestling community, using ecommerce as the main driver of both reach and scale.



The Challenge

As a digitally led brand, RUDIS relies on its online store as a core driver of growth. Following their migration to Shopify, the team focused on optimizing ecommerce performance through cost-effective improvements, with on-site search emerging as a key area of opportunity. To enhance product discovery and streamline the path to purchase, RUDIS partnered with Athos Commerce to refine search relevancy and elevate the overall shopping experience.

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The Solution

In mid-2023, RUDIS onboarded the Athos search and discovery platform, seamlessly integrating it with their Shopify store in collaboration with their agency, CQL. Performance over time demonstrated the exceptional efficiency of the implementation. By 2025, analysis revealed that while standard browsers converted at a steady baseline, shoppers utilizing site search converted at a rate of 13.06%—4x higher than non-search users. This optimization turned a small segment of high-intent traffic into a primary revenue engine: although search users comprised only 4% of total shoppers, they drove 22% of total revenue. Ultimately, the enhanced search experience created a segment of shoppers that was 5.5x more valuable than the average visitor.

These results were further amplified through a close partnership with Athos' Customer Success team. By acting on strategic recommendations from their dedicated Customer Success Manager, ranging from search optimization to ongoing performance tuning, RUDIS was able to continuously refine the experience. This collaborative approach not only maximized the value of the platform but also translated insights into measurable, sustained growth.

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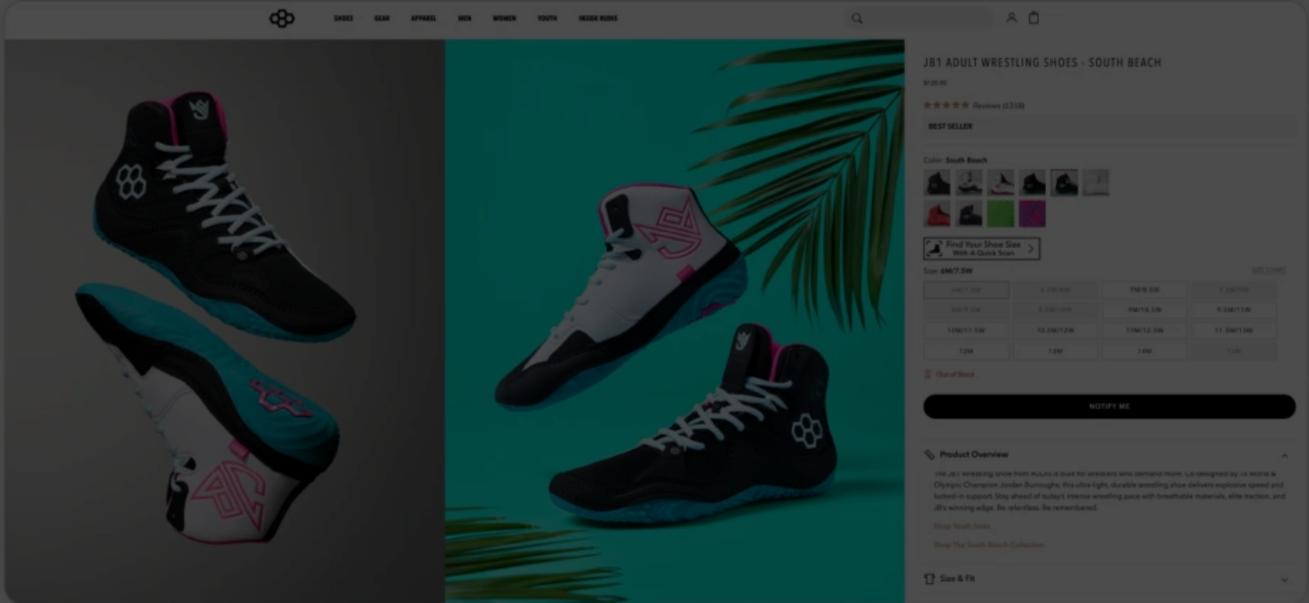
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highlighting what worked
RUDIS rolled out targeted
discover products that truly
y manual and tedious
based setups and A/B
omer behavior, creating a
measurable growth.

Emily Riggan



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The Results

”

Partnering with Athos has opened up a whole new door for us to manage this system better.

Emily Riggan

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specific Athos' merchandising
ed key items, scheduled
, and used dynamic badges



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- +25% revenue boost on wrestling shoes via A/B tested merchandising vs. default rules
- +15–20% forecasted CTR lift from algorithm-driven personalization

Looking ahead, RUDIS is focused on taking their search experience to the next level. Their long-term goals center on maximizing personalization and customer attributes to deliver more relevant product recommendations and content. They also plan to leverage trending searches and, longer term, introduce image-driven search to make discovery faster, smarter, and more intuitive. By embracing these innovations, RUDIS aims to continue delighting customers, boosting engagement, and driving even stronger growth.

Great search doesn't just return results, it delivers revenue.

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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