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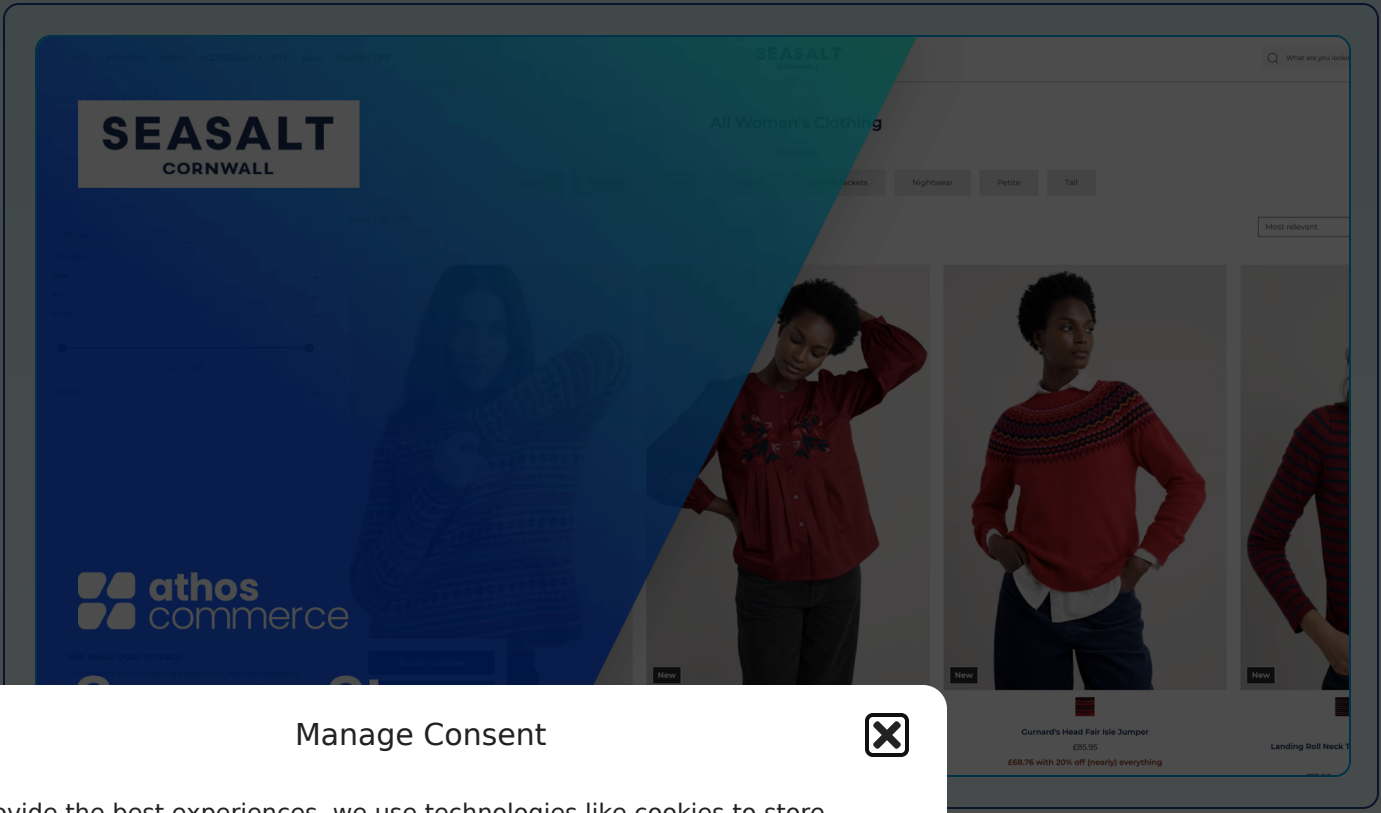
Seasalt Case Study

Seasalt boosts digital growth with Athos Commerce's AI-powered Smart Search and Category Merchandising, driving higher conversions and customer relevance.



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+16%

conversion rate increased site-wide

+22%

increase in average order value

The Brand

Seasalt is committed to helping inspire people of all ages and shapes to dress with creativity and confidence. Since 1981, Seasalt has grown to be the largest employer in Cornwall with over 70 stores in the UK and now has a global reach.

Covid has accelerated the digital transformation at Seasalt. The brand has seen rapid digital adoption from existing customers, and has acquired new digital customers. Seasalt recently replatformed to Magento 2 on all three websites – UK, Ireland and Rest of World and t Search and Smart Category

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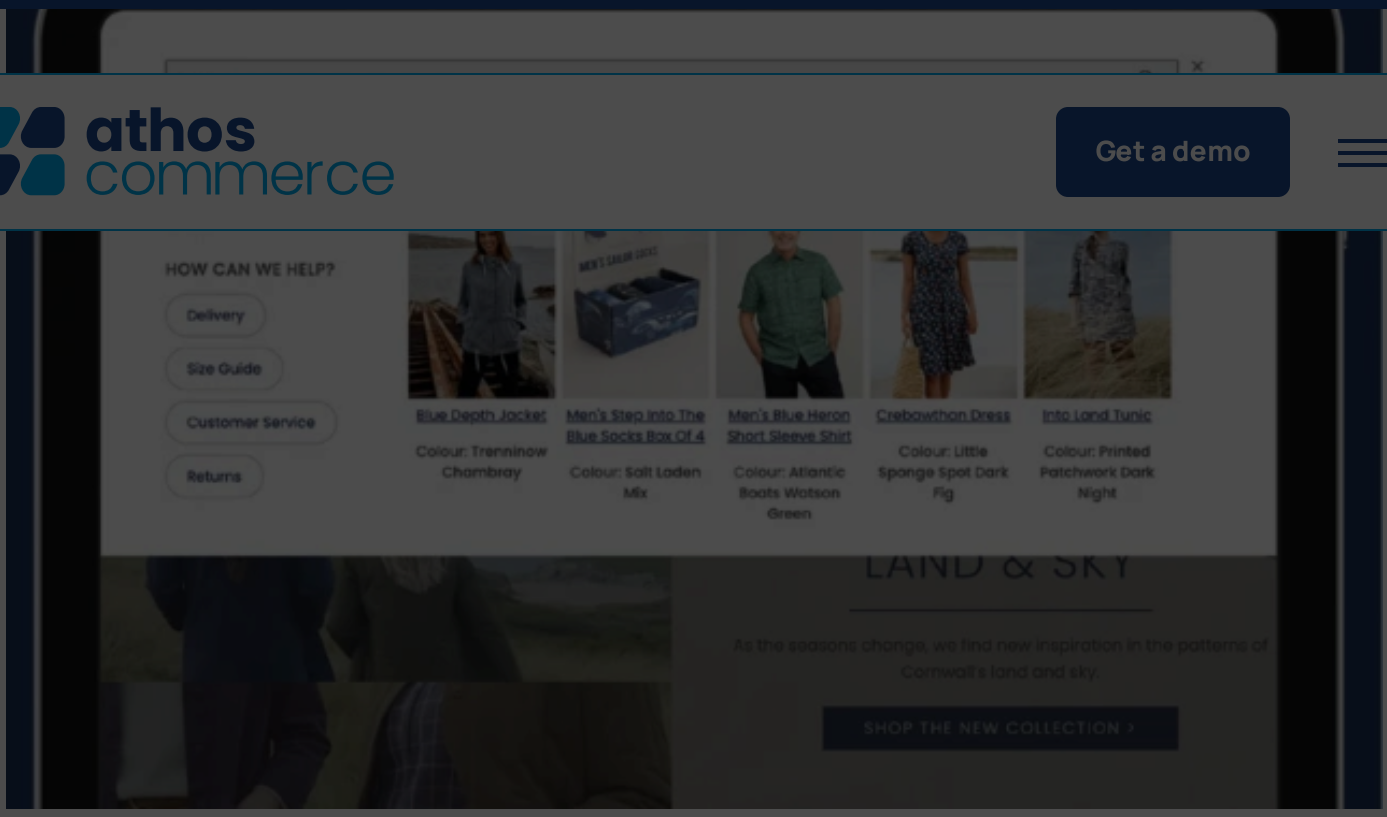

The Challenge

Seasalt truly believes in being customer-led. With Athos, they've also learned not to over merchandise and to let the AI work.

Recently, during a sale period, the team fully merchandised all products within sale to be in a specific order, based on stock level and other more aesthetic factors. The data showed that customers were not browsing the category that way, and were using filters straight away.

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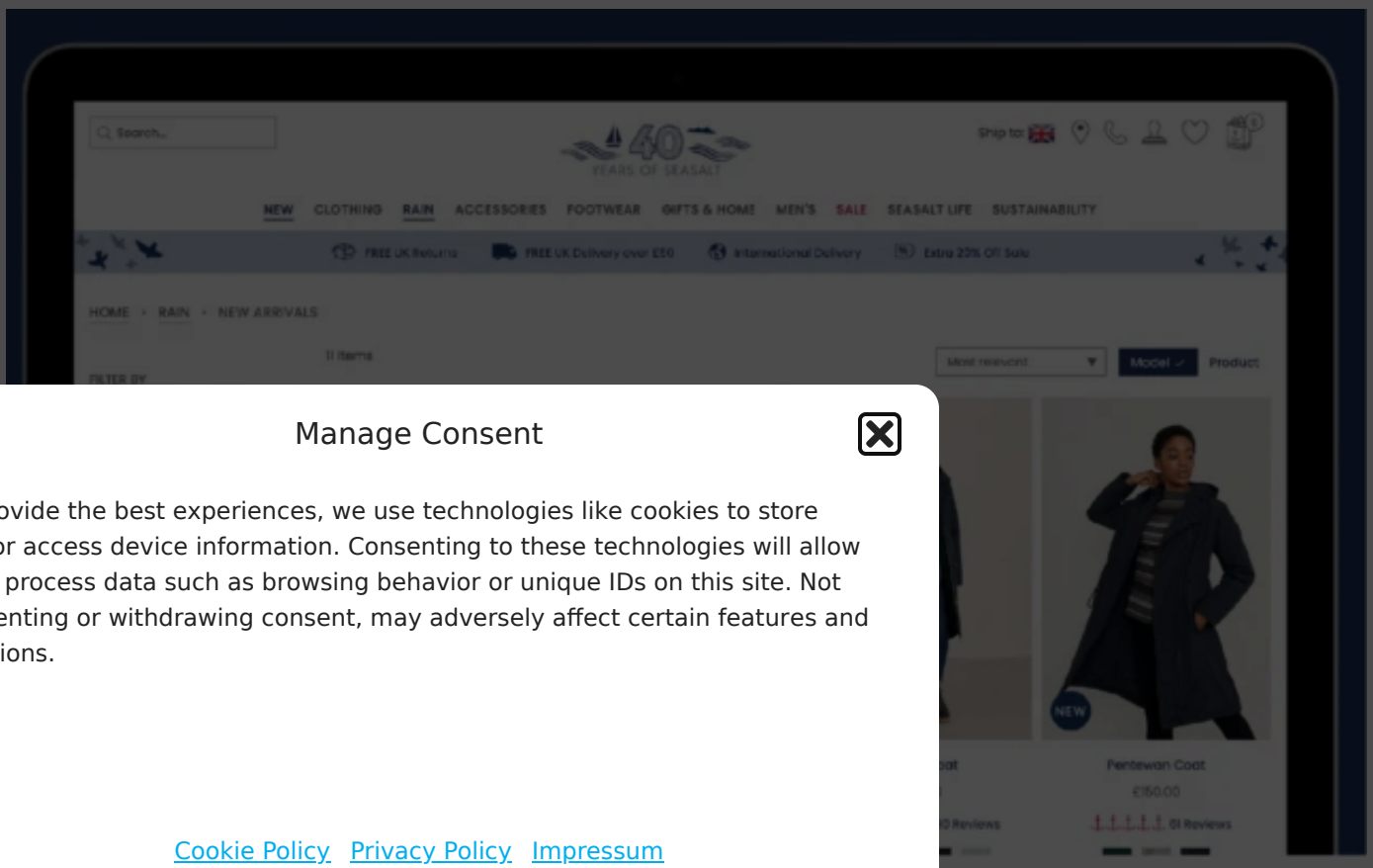
> Athos enables us to optimize the small things on the site that make a big difference. We use data to figure out points of friction, and smooth those out for customers. We need to use AI technologies such as Athos because we want to do as much as we can in-house and uphold that Seasalt personal touch in the digital experience. But also make it scale. We've found that using AI increases AOV, on site customer experience, CLV, and even helps us with driving more efficient advertising due to increased relevance.
>
> **Tim Ryan**
> Director of Digital at Seasalt



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Time bound campaigns

pages merchandised in line with email and other marketing campaigns. The same strategy is used site-wide to unify the search and category journeys.

Category merchandising with AI

Seasalt found that no matter how intricately they merchandised category pages, shoppers will simply use filters and refine their own way anyway. So, to balance curation and automation, the Seasalt team pins 16 products to the top in order to visually curate the top 4 rows to align with marketing campaigns, then lets the AI merchandise the rest, saving a lot of time, and showing customers only what they want to see.

Automates boosting and demotion of products

Rule based merchandising allows Seasalt to create layers of control, but within the layers it allows the AI to work its magic. For example, Seasalt has a boosting rule to prioritize clothing from the newest collection, but the order of that clothing will be dependent on the AI.

Smart Search and Smart Category Merchandising contains the tools the fashion retailer needs to balance curated collections with automated, personalized customer experience.

The Results

- Conversion rate increased 16% site-wide

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