



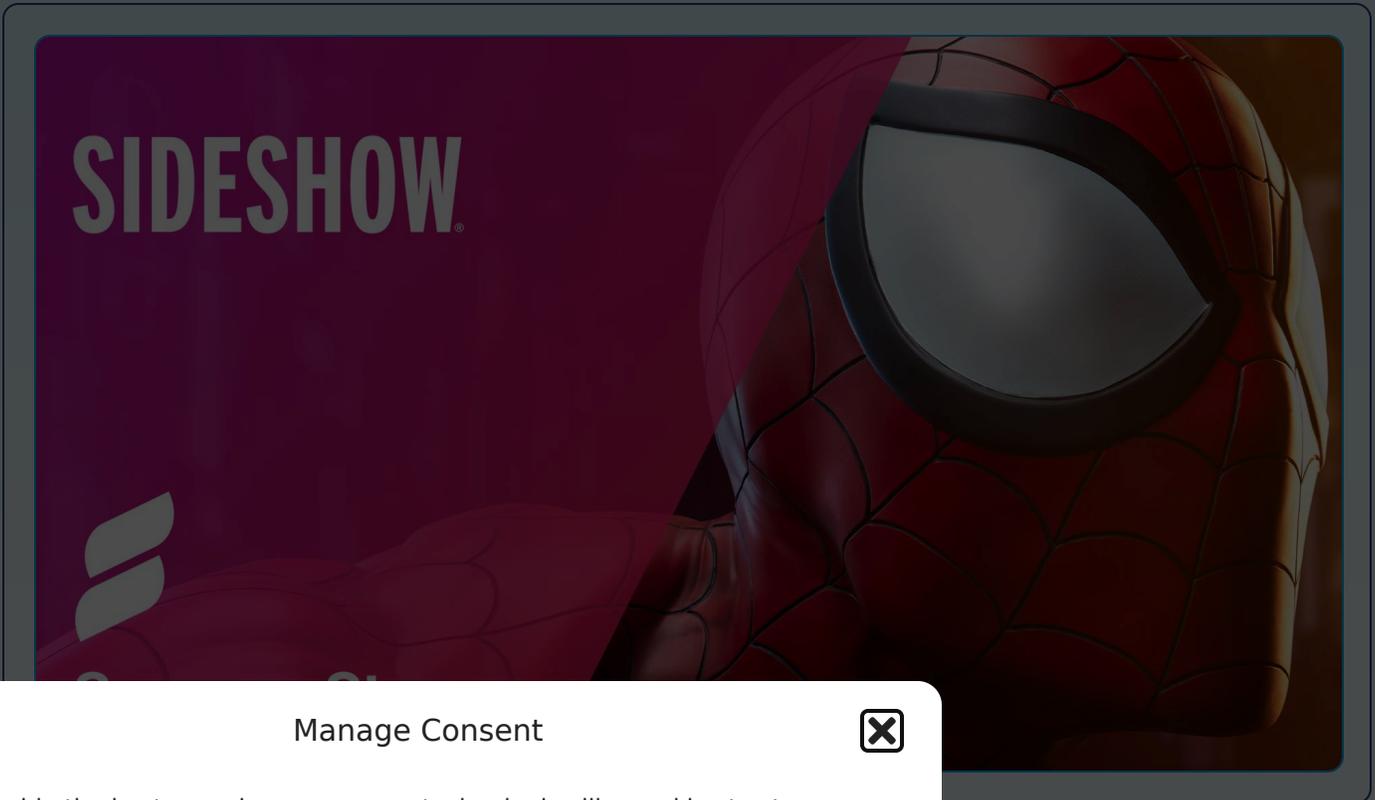
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Sideshow

When Sideshow implemented Athos Commerce's merchandising solutions and features they saw their best year ever.



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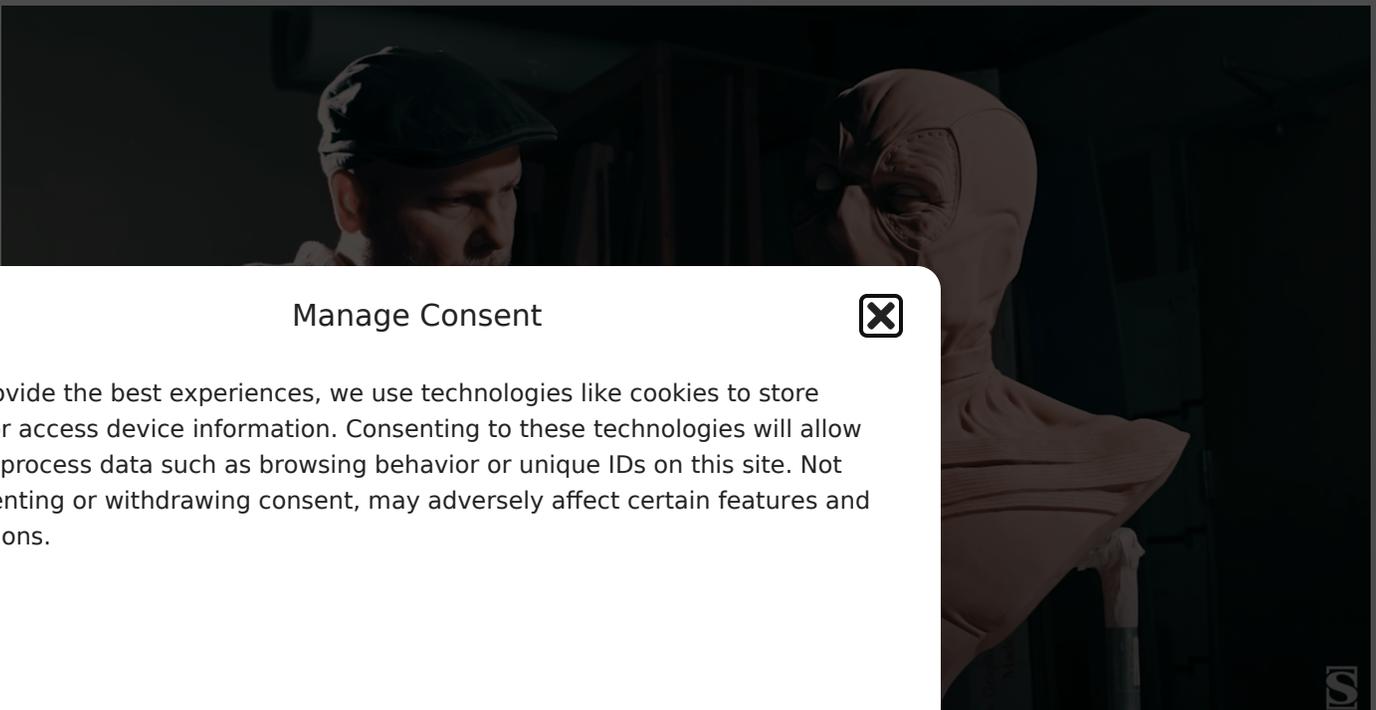


quickly assign landing pages for our unique needs. Our core audience are passionate about comics, movies, and television – creating an experience that mimics that same passion allows us to build deeper relationships and improve overall conversions."

Chris Pirrotta
VP Marketing



SIDESHOW.



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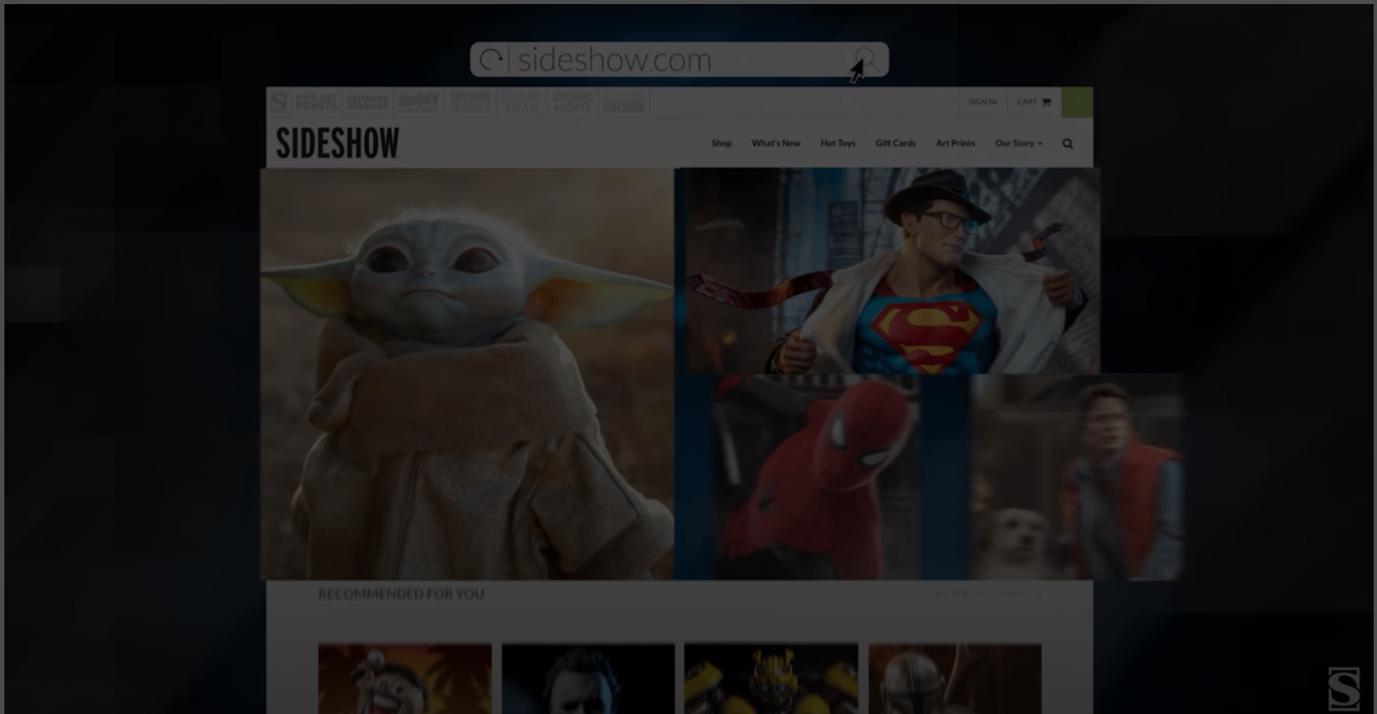
Sideshow sells collectible art figures and prints relating to comic books, superhero films,



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With an unmatched passion for quality and authenticity, Sideshow partners with Hollywood filmmakers and special effects houses to ensure they are providing the very best and most authentic products to collectors.



The Challenges

Sideshow specializes in creating one-of-a-kind models, making product findability and relevancy incredibly important. Their native platform wasn't providing the amount of control they desired to merchandise products accordingly. Because their products are especially

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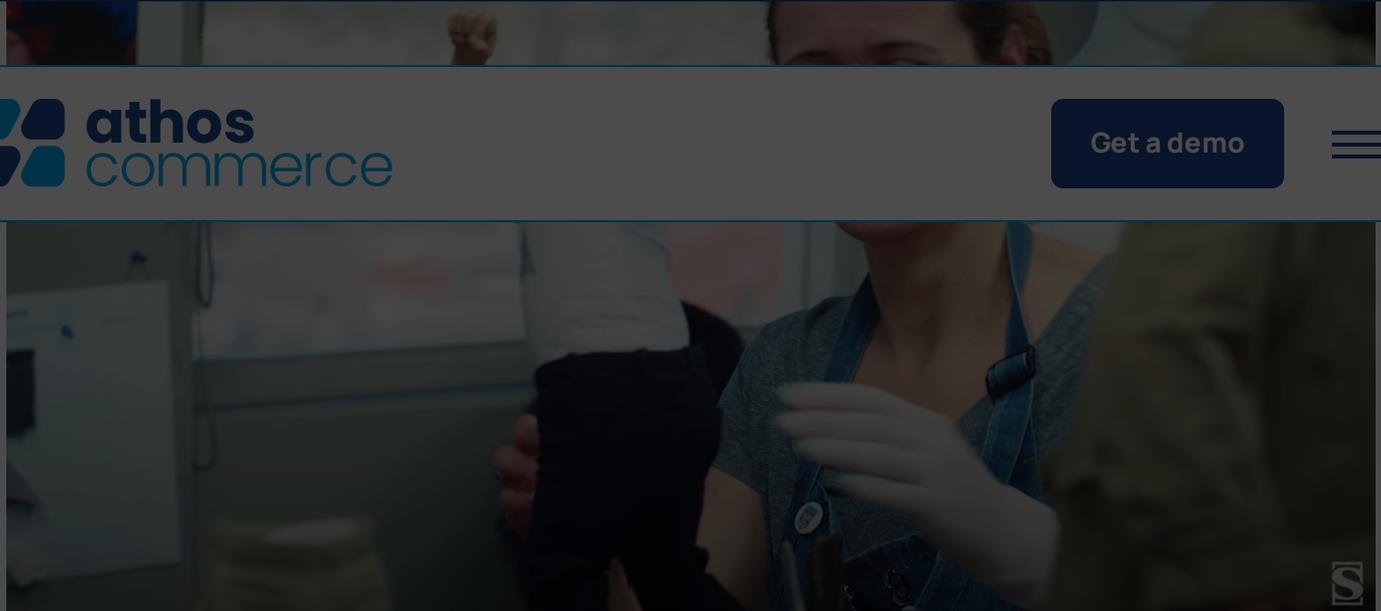
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control messaging around sale. They also expressed the flash sales.

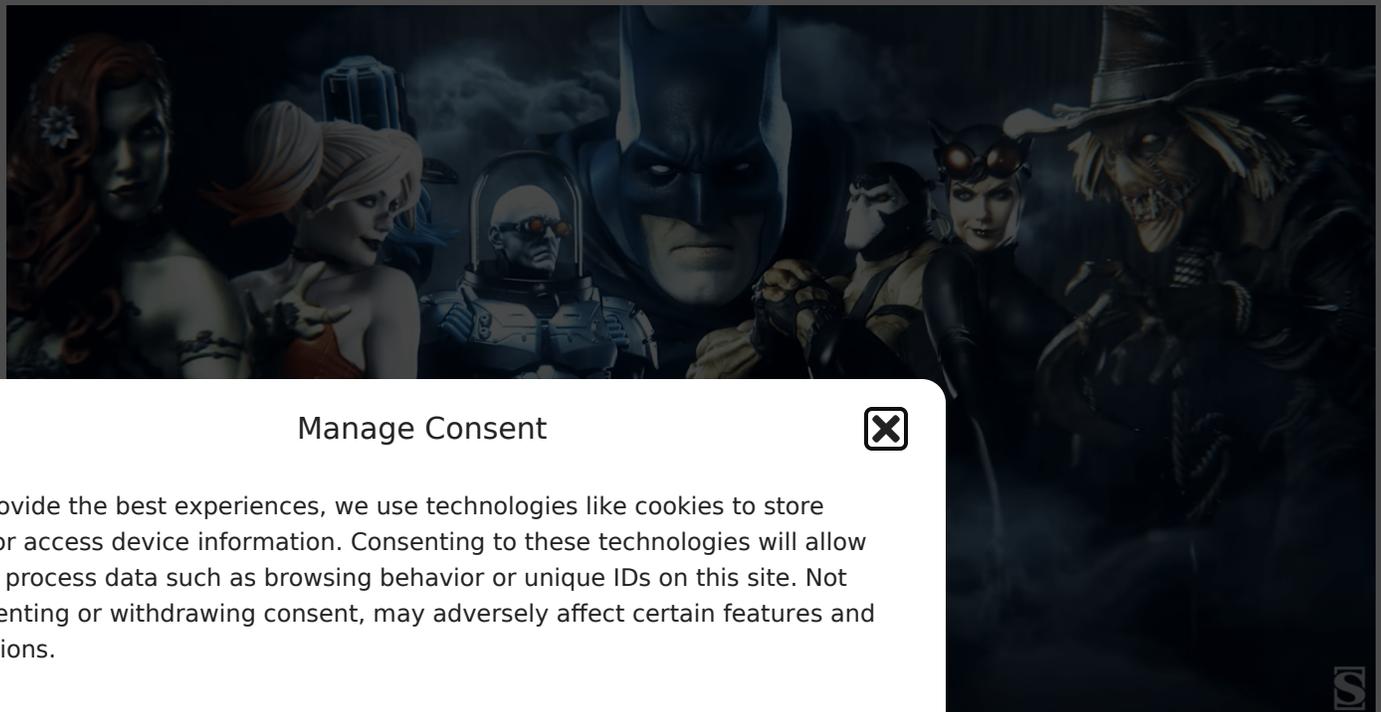


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The Solutions

Using their own data, Sideshow implemented Athos Commerce's boost and sort filters to ensure that the most relevant products show up on search results pages. They make use of Athos Commerce features such as inline banners to help advertise sales and landing pages for flash sales and special promotions. They also implemented Athos Commerce's easy-to-use [merchandising](#) and marketing campaigns.



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quick and easy changes to their site, leaving more bandwidth for creativity, collaboration, and innovation to better reach their customers.



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