



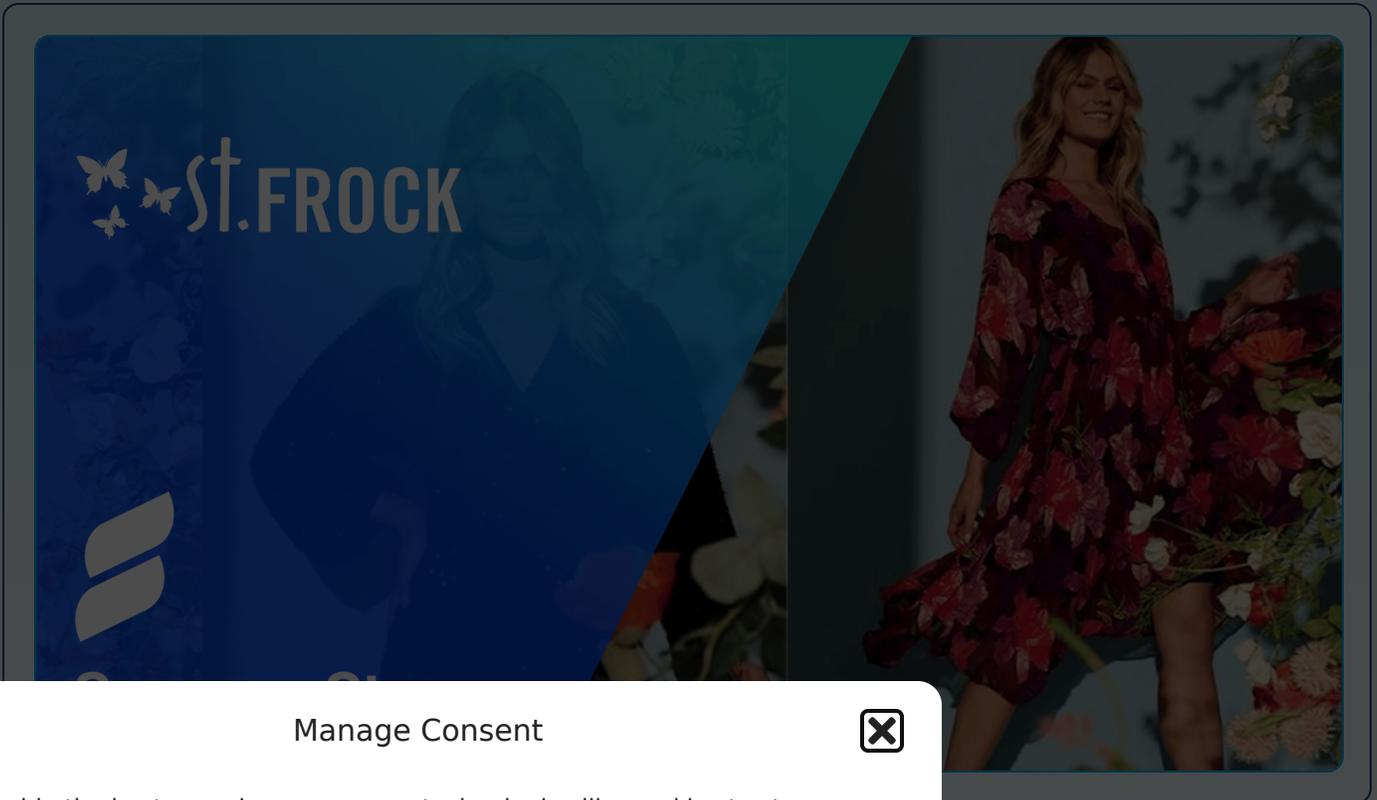
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St Frock

St Frock Brings Together Search, Merchandising, and Personalization to Deliver the Ultimate Shopping Experience



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18%

Increase in Total Conversion rate

20%

Increase in Search AOV

"We wanted a platform that would improve the experience – both for customers and our ecommerce and buying teams. I knew we could boost conversions from search results by offering our customers a more intuitive, streamlined search experience. Our merchandising was also heavily reliant on manual processes and was taking a lot of time and effort to curate pages. Athos Commerce has solved both challenges in one search, merchandising, and personalisation platform."

Matt Page

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The Brand

St Frock began as the big dream of a small-town girl in the countryside of Australia. Founder and CEO Sandradee Makejev wanted to deliver a special kind of apparel. She was inspired by her love for fashion that could be worn to work, for that first date, or challenging

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shion retail space by selling

inuous growth. Today, St
mains, and is growing



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The Challenges

St Frock wanted to improve how customers navigated their broad catalogue of inspiring designs. The team also saw an opportunity to support future growth without the heavy lifting. To do this, they needed a complete feature set across search, merchandising, and personalisation features.

Merchandising, in particular, was an incredibly manual, time-consuming process that wasn't getting the full attention it needed. As an online fashion retailer, St Frock realised the massive benefit of automating their merchandising controls.

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the same automated
ng, merchandising,
we're testing made Athos
used over the years
means that teams don't

ve quickly is in our
ful changes that benefit

also gained early access to Athos Commerce features to continue innovating the shopper experience."



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The Solutions

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front of the right customers
proved search and advanced
shoppers find products they
recommendations such as
out St Frock's extensive

s more efficiently, leveraging
ers, new releases, re-

exactly what they want, from wherever they shop.



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products during the Australian winter, and vice-versa. With the time we've saved from automated merchandising and boost rules, we're further refining the search experience. We've gained deeper insights, improved relevancy, and now have more time for conversion and optimisation activities across the site. A/B testing also lets us reduce the amount of internal discussion around changes. The quality data we now have to back up ideas means we're making more impactful changes to the shopper experience."

Matt Page

Head of Digital and Marketing, St Frock



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Acid Green, and the themselves. The company experienced an 18%

umping from 6% to 10%.
increase in average transaction

The company is also taking advantage of new personalisation features, such as Athos



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“My advice to anyone looking to enhance the shopper experience is to bring human-centric thinking to the table. Bring out the knowledge of your team and in-house specialists and identify how to make things easier for your customers. Athos Commerce has helped us to do exactly that. With insights from the Athos Commerce platform, we’ve made product categories and terms more customer-friendly, and that helps drive a better overall experience”.

Matt Page

Head of Digital and Marketing, St Frock

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Industry



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Platform

Shopify Plus

Solutions

Category Merchandising

Personalization

Search & Autocomplete

Digital Agency:

Acid Green

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