



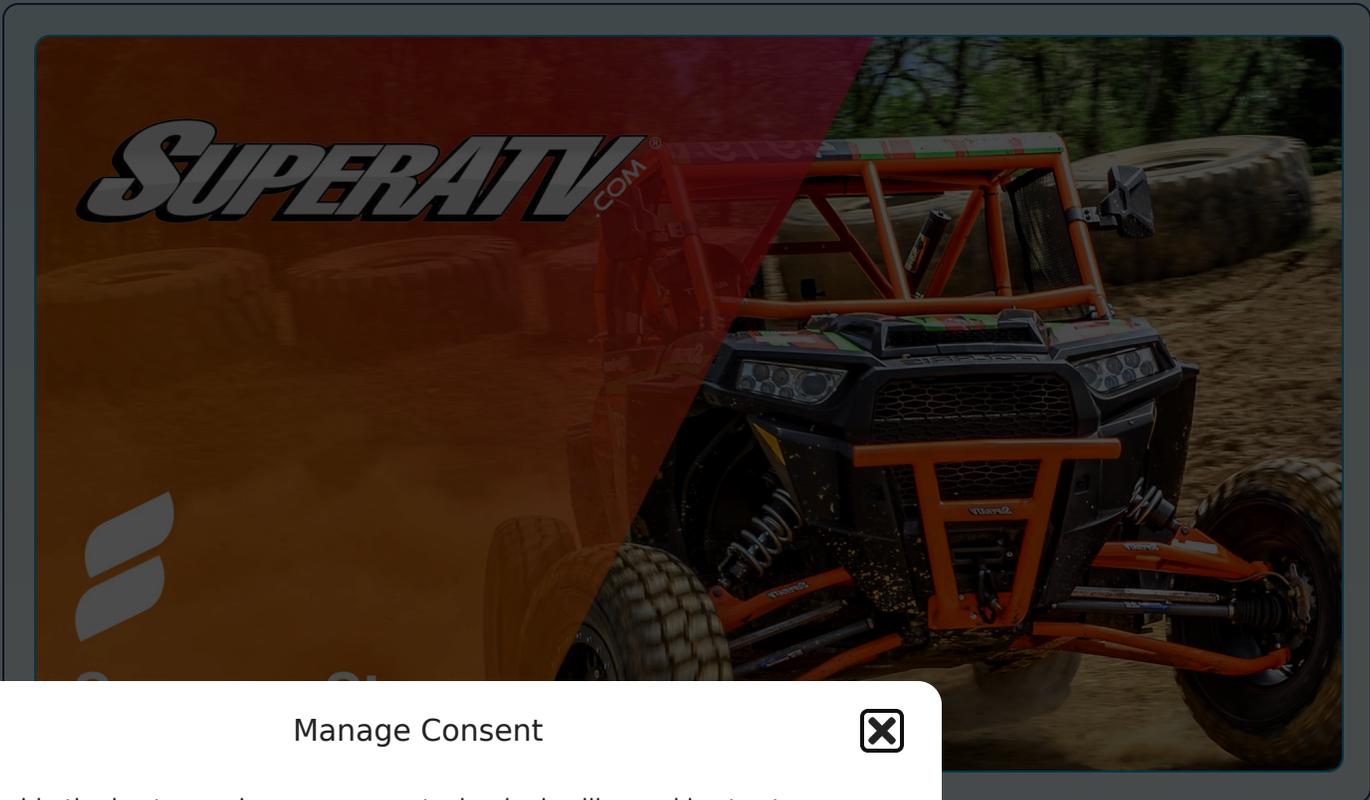
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SuperATV

With high levels of product category variability, SuperATV uses Athos Commerce to adjust their merchandising and navigation in response to how customers shop.



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500%
26%

Increase in Traffic

13%

Increase in AOV

"Athos Commerce gives you the flexibility to organize your products in a way that makes sense – not only to you, but also to your buyers. It's the most consistent platform I have seen that integrates with Magento."

Josh South

Director of Marketing and Technology, SuperATV

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The Brand

SuperATV is an off-road brand specializing in aftermarket accessories for UTVs and ATVs.

With parts stocked in over 3,000 dealerships across the U.S., the business also sells products direct-to-consumer and via Amazon and eBay marketplaces.

While now well-established across multiple channels, the brand began with a single homemade lift kit, designed by Harold Hunt for his own Polaris Sportsman. "His buddies liked it so he built some for them too," says Josh South, Director of Marketing and Technology at SuperATV. Soon, he was selling his kits on eBay, and the business took off from there.

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d, and manufactured in
"We're not allowed to have
says Josh. "It's definitely a
t in all of our employees so



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The Challenges

"SuperATV's online shopping experience has evolved considerably since the early days, and keeping up with the demands of the industry is always a challenge," says Josh. "The machines are constantly changing, and so is the way people find products for their machines."

More recently, the brand experienced a surge in new business during the COVID-19 outbreak, which Josh attributes to renewed consumer interest in outdoor activities. "People couldn't go on vacation or get out and go places, so they bought off-road machines."

Platformed on Magento, SuperATV initially relied on Elasticsearch to support their online search. However, as the brand grew, the search experience became increasingly challenging. Josh explains that the search engine was slow interacting with the site, leading to a frustrating user experience. To address this, SuperATV needed a more powerful search solution. They also needed to cater to the complex product relationships, such as parent-child relationships, which are common in the off-road industry.

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best practices straight



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Industry

Automotive & Powersports

Platform

Adobe Commerce

Solutions

Category Navigation

Search & Autocomplete

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