



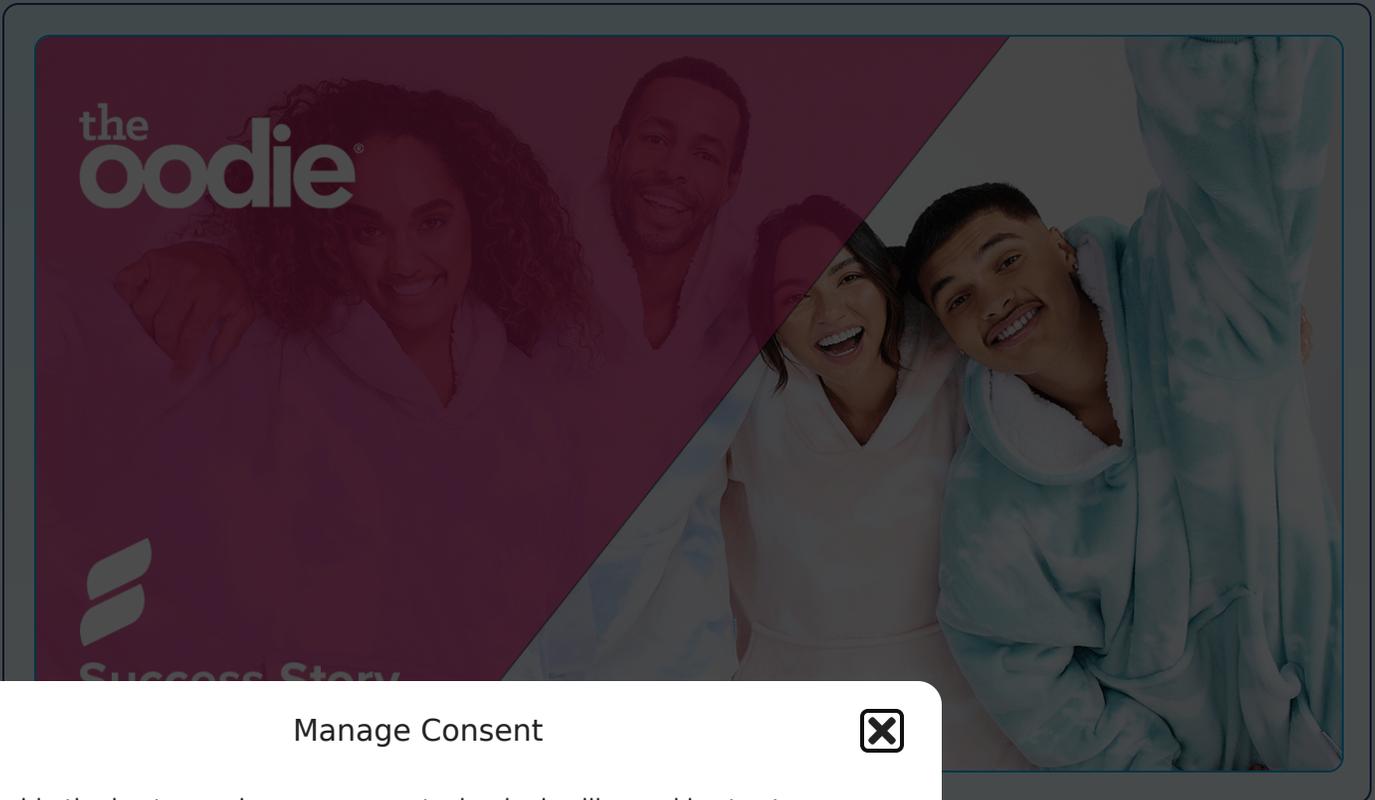
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# The Oodie

Discover how The Oodie took one giant leap in the online shopping experience with intelligent search, merchandising, and personalisation.



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1500/  
**42%**

Increase in Search Revenue

**10**

Hours a Week Saved By Automating Merchandising

*"Athos Commerce has made it easier for customers to find what they want, it's made it quicker for customers to get to those products, and in turn, it's improved our conversion rate. It's also made my life a heck of a lot easier."*

**Marshall Jones**

Head of Ecommerce, The Oodie

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## The Brand

What started in 2018 with the idea of a wearable blanket has become a runaway Australian success story. The company's signature 'Oodie' product combines the comfort of a cosy blanket with wearable practicality, bringing the most snuggly wear and countless smiles to its customers.

The Oodie has amassed a cult-like following amongst its 3 million+ customers and has worked with big-name brands like Disney, Warner Brothers, Marvel, DC Comics, AFL, and more. The company has also expanded into Sleep Tees, Dressing Gowns, Pyjamas, and Slippers, with more exciting products on the way.

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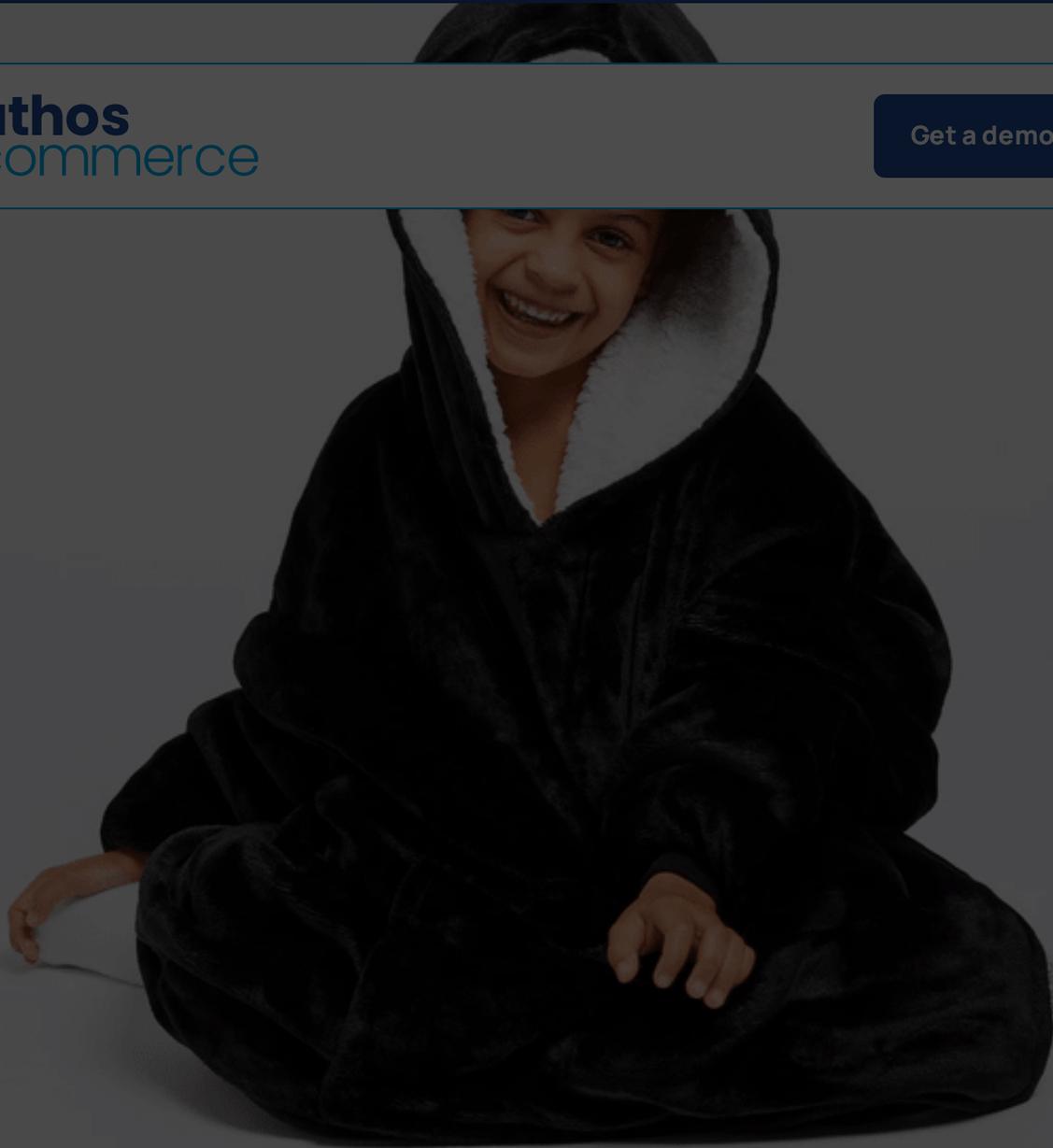


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## The Challenges

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Marshall and his team. The dising efficiency and cut generating improvements to the

belt or used slightly different experience.

the search, merchandising, ents, "Without Athos Commerce, we were manually merchandising each of our collections across our 9 regions.

few days was unnecessarily time-consuming."



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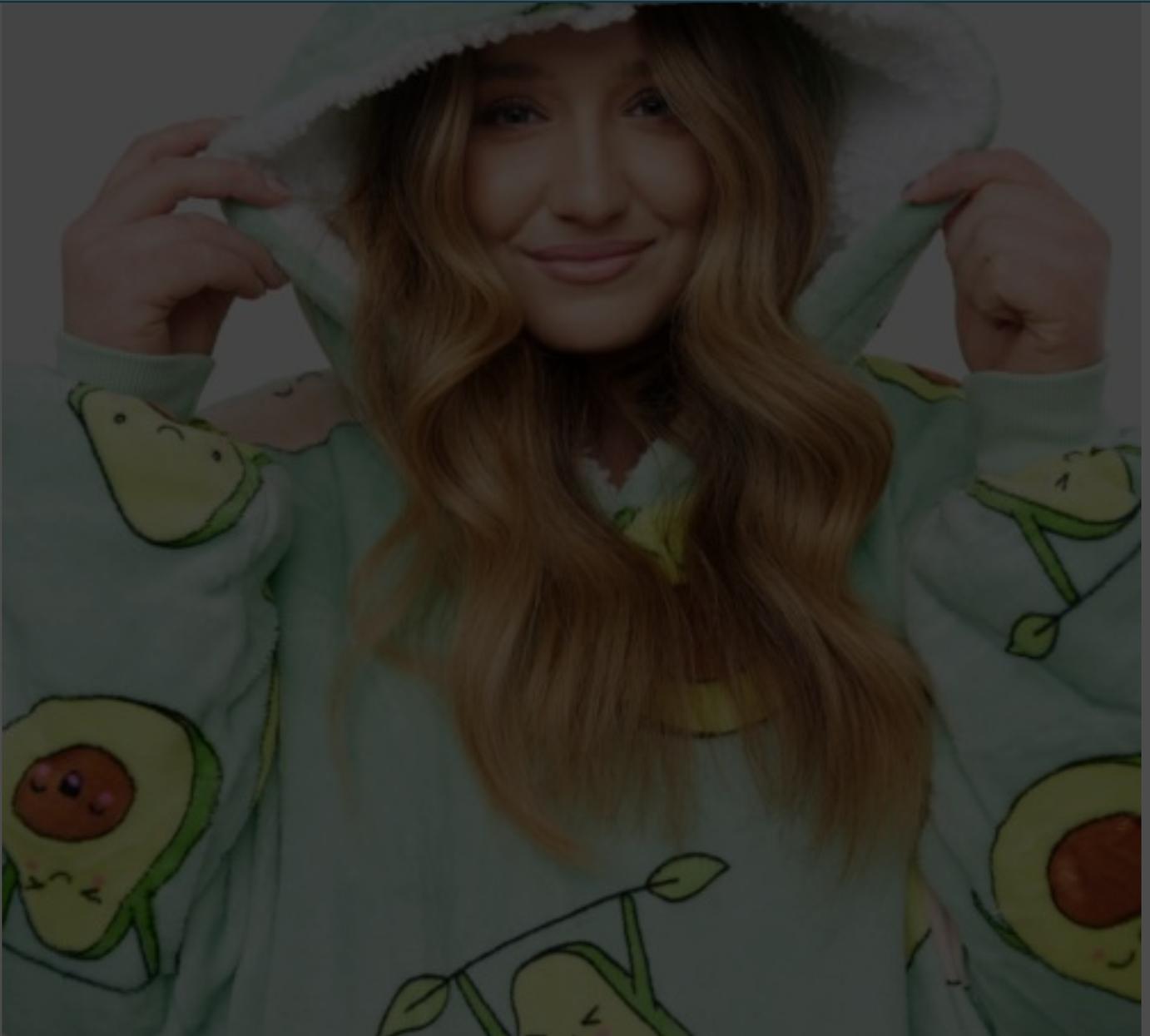


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The complete feature set across search, merchandising, and personalisation, along with the

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The simplicity of Athos Commerce's [pricing](#) also added to the appeal. Marshall wanted a transparent, consistent pricing model that wouldn't change if The Oodie saw significant traffic changes throughout peak periods, and Athos Commerce delivered this up-front.

One of the included Athos Commerce features Marshall says he couldn't live without is automated merchandising, which has saved the team around 10 hours per week. Marshall comments, "When you have multiple collections, merchandising manually gets incredibly time-consuming. Having global rules that allow you to merchandise your collection landing pages within a few clicks has not only saved us so much time; it's made it a lot easier for customers to find what they want. We can now effortlessly ensure sold-out products aren't appearing at the top of the page, which we had to do manually in the past."

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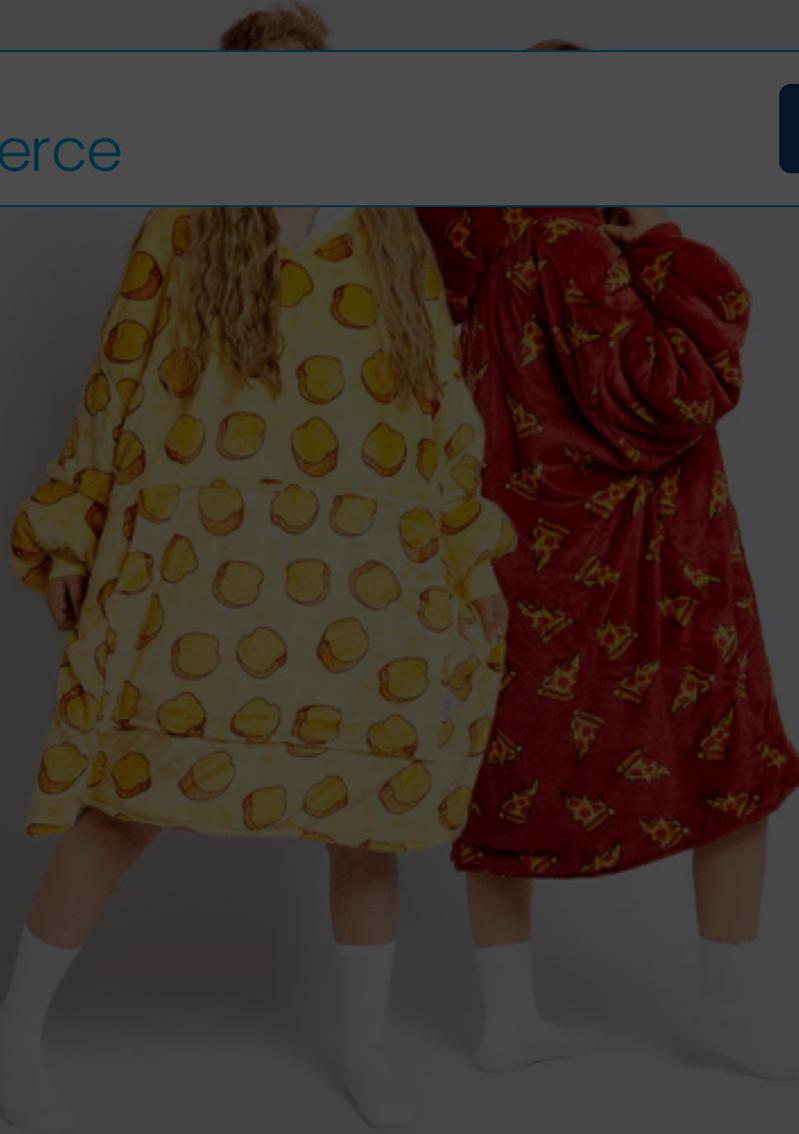


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Global [merchandising](#) rules also accelerate processes across all regions, automatically promoting best-selling products to the top of search results and collection pages while demoting sold-out items. Marshall explains, "Where it really comes into its own is during

. We can now automatically  
logic across different regions.

e search experience. Search  
ings. Those terms are then  
shopper searches –

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the right products," says Marshall.



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...ion attributed to Athos  
... 9 sites. From FY22 to FY23,  
... credible 43%. Conversions  
... red to conversions without

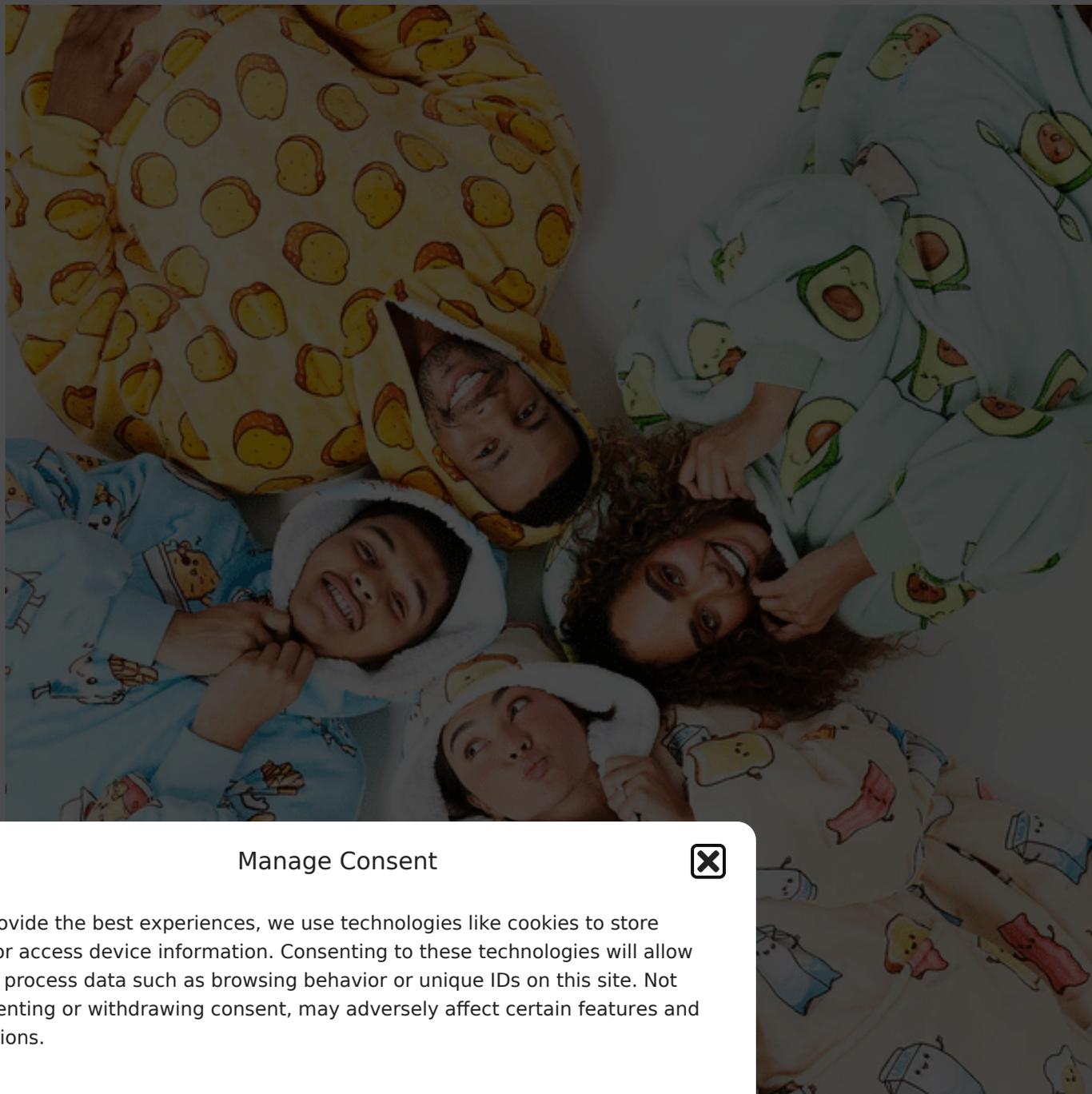
customer needs and enrich its product strategy.



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to find certain products. We then take that information to our product team and get something built that meets our customers' needs. Before Athos Commerce, we didn't have that visibility. Now, we're making significant site improvements, and the biggest of those is putting new products on the site that we know our customers want."



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f what can be done with A/B  
on traffic, and split traffic

different image dimensions, product descriptions, how we display pricing, etc. Basically, we want to A/B test every aspect of collection and product cards appearing on our landing page



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Not only has Athos Commerce enhanced the visibility of customer needs, it also enables The Oodie to make continuous website improvements that increase conversions.

### Share on social



## Want to keep tabs on us?

Sign up to get a variety of resources filled with ecommerce best practices straight to your inbox.

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## Solutions



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Personalization

Search & Autocomplete

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The Athos Commerce AI-Powered Platform [Learn more >](#)



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