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THE UPSIDE

THE UPSIDE uses Athos Commerce's boost rules and campaign cloning to effortlessly launch merchandising campaigns across multiple domains.
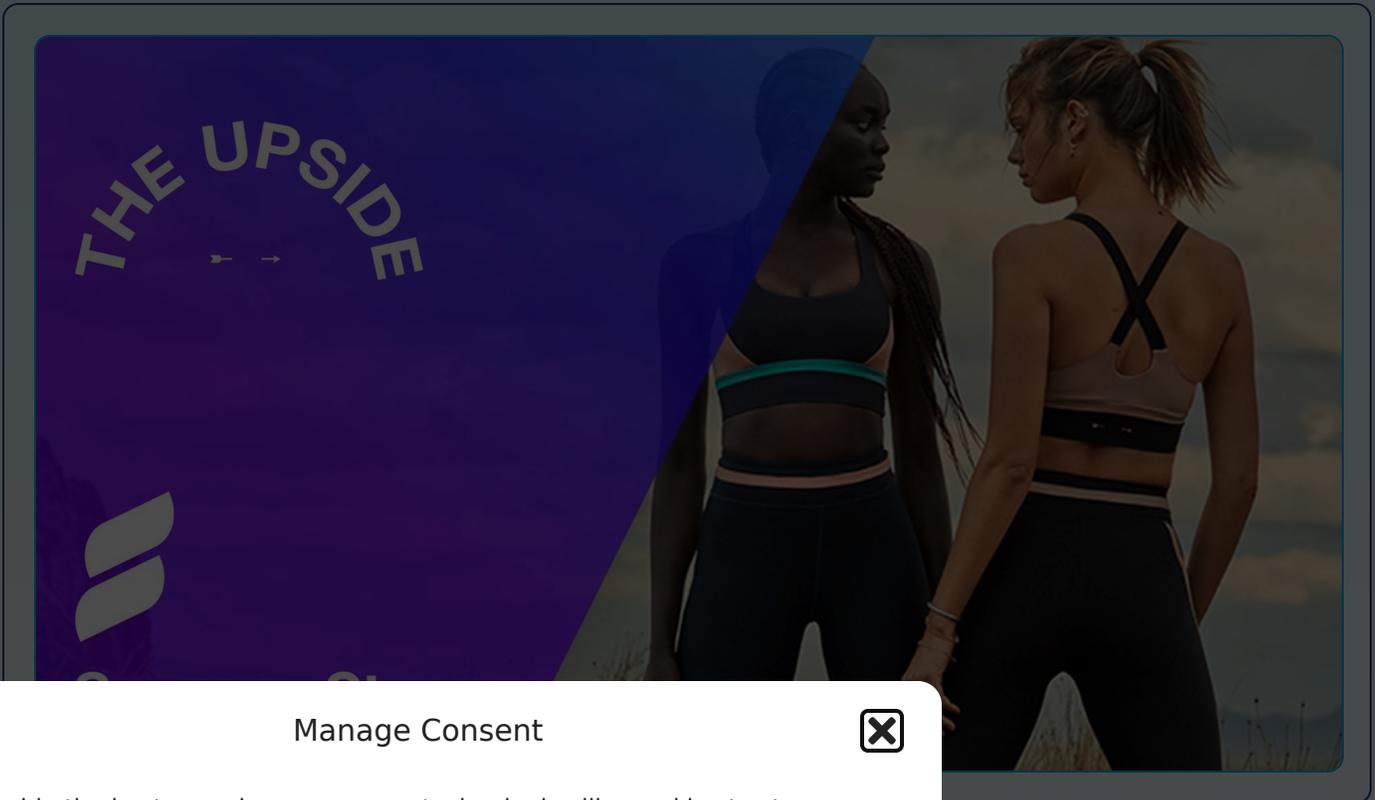
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4x

Higher Conversion Rates With Search

"Athos Commerce ultimately allows us to provide a better user experience for our customers. The platform empowers us to have more control over our online stores, and it has had a huge impact on our search conversions... The level of support we receive really sets Athos Commerce apart from other vendors we work with in this space."

Airi Sutherland
Head of Digital, THE UPSIDE.

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The Brand

THE UPSIDE is an Australian lifestyle brand inspired by a deep, authentic love of yoga and a desire to reimagine workout wear through a fashion-forward lens. Stylish shapes and colorful prints blend across their range of athleisure apparel, which is designed with the contemporary woman in mind.

With a commitment to sustainability, charitable contributions, and mental health awareness, the brand is focused on empowering customers "to be well and feel gorgeous in your pursuit of a joyful and healthy life."

"As a brand, we are very down to earth," says Airi Sutherland, Head of Digital at THE UPSIDE. "We hold space for every mood, every moment, and every woman. Like the women that [...] the need to bring a fashion [...] ve and grow, we continue to [...] le that is layered throughout

The Challenges

With three ecommerce websites targeting different geographic regions, THE UPSIDE previously struggled to optimize and maintain the online shopping experience across each individual domain.

"We're looking to grow in the Australian market, to build on the following we already have here," says Airi. "Additionally, we're expanding with a focus on the U.S., while also looking at how we can grow internationally. As Head of Digital, my priority is to improve our acquisition and retention, and provide a more personalized on-site experience."

THE UPSIDE's previous ecommerce platform failed to provide the level of control that the team needed to achieve these goals. And, with the brand's frequent releases of limited edition products, this lack of flexibility and customization proved especially challenging.

[release] w products on a fortnightly [basi]e with, as well as those [ ] Airi.

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The Partners

In April 2020, THE UPSIDE selected Matter Design & Digital to deliver the next evolution in their ecommerce experience. A Sydney-based ecommerce consultancy, Matter offers a cohesive suite of services, including ecommerce strategy, branding, marketing, design, and development.

As part of a site redesign and replatform to BigCommerce, Matter recommended Athos Commerce to THE UPSIDE team for its intelligent search and merchandising capabilities.

"Athos Commerce delivers an effortless customer experience and a short path to purchase through search and merchandising on THE UPSIDE store. The result is a high-converting website and platform for building the brand across multiple markets globally," says Nigel

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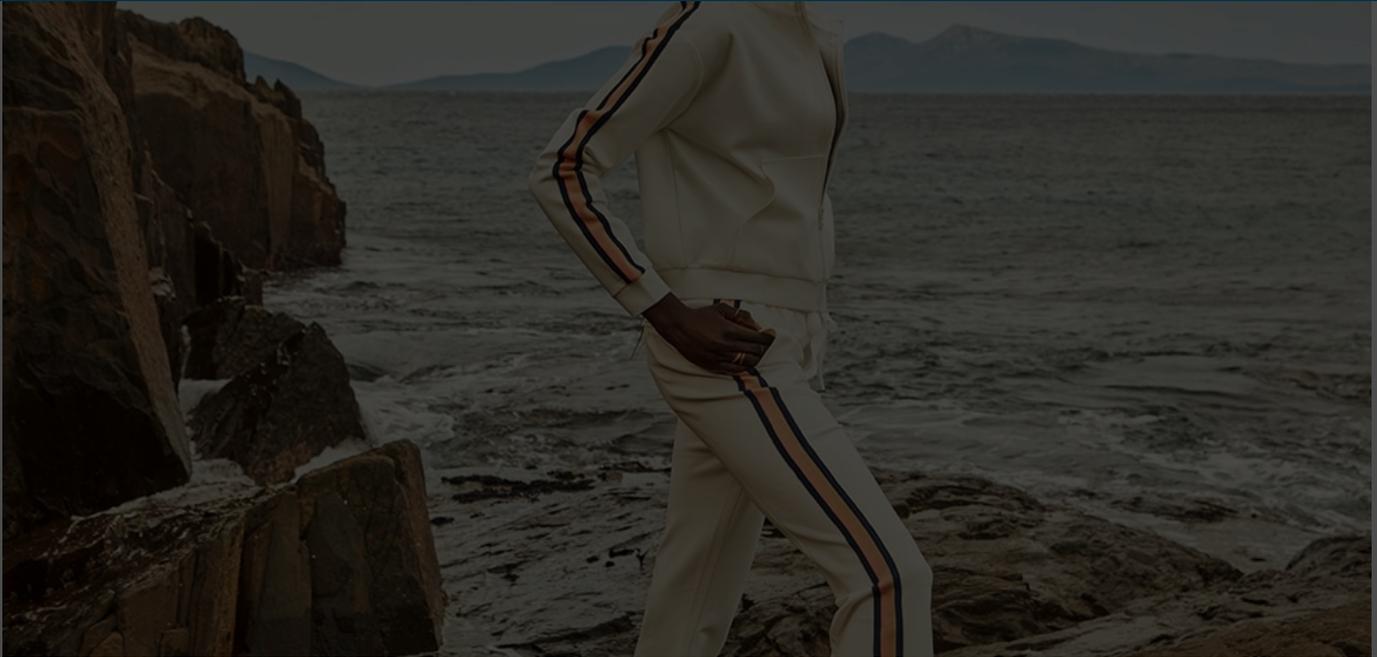
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The Solutions

Managing THE UPSIDE's three site domains has now been simplified with Athos Commerce's merchandising automation and campaign copying rules. "Our approach to merchandising the Australian site is very different to how we merchandise the U.S. site," says Airi. "With Athos Commerce, we can accommodate those differences really easily, while also being able to clone rules or campaigns across all sites when we need to. That saves us a lot of time."

Boost rules give the team control over which products are served to their customer in different campaigns and maximhas on their categories experience. "The ability to create

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after it sells out, we can add that term to the 'animal print' synonym to ensure the customer still finds relevant results."

recommendations across their sites. "We see personalized recommendations as having huge potential to create a more meaningful experience for our customer. The ability to make suggestions based on her previous purchase history – or based on historical shopper behavior, if she's an unknown customer – is really compelling. We expect Athos Commerce's recommendations to have a really positive impact on conversion rates and average order value," says Airi.

The Results

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want to achieve with product recommendations."

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Matter Design

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