



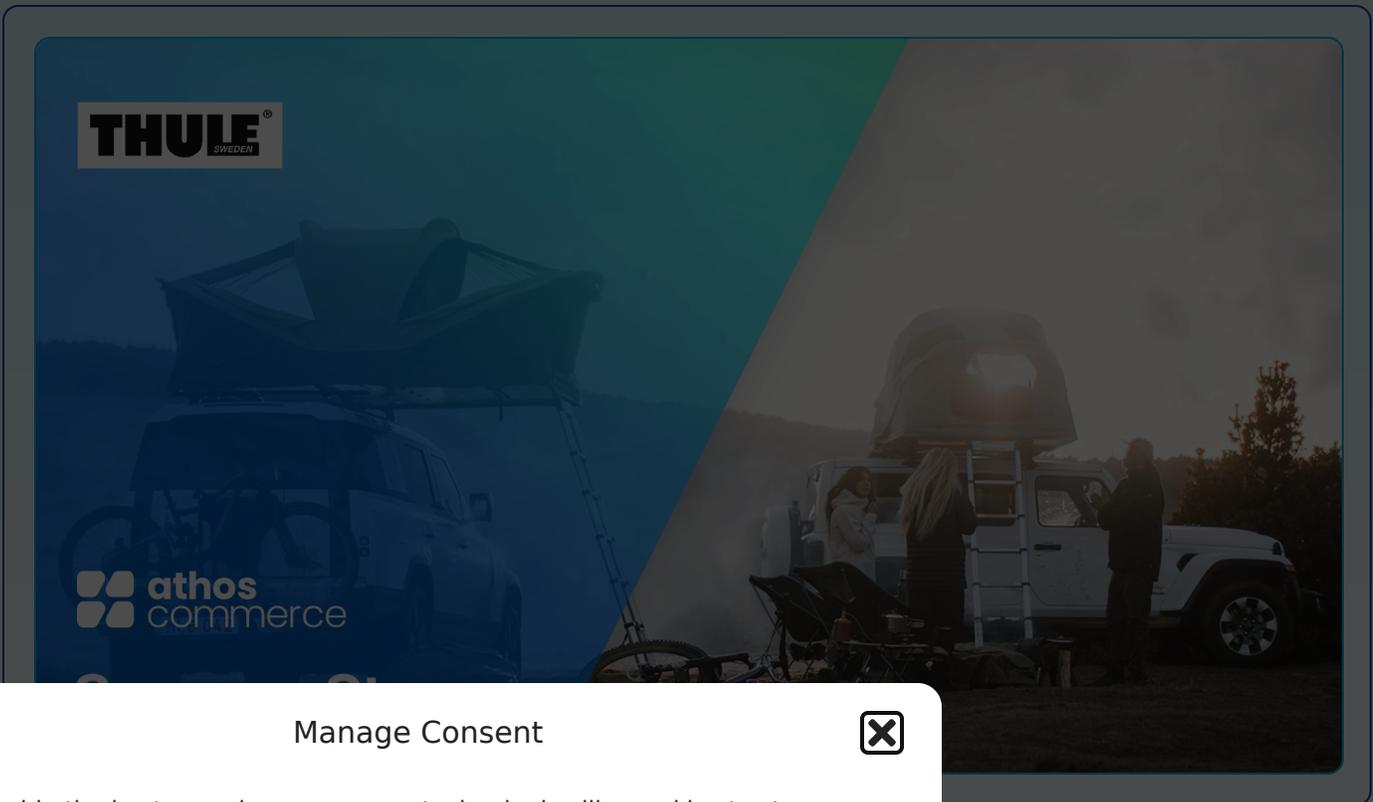
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# Thule Case Study

See how Thule and Athos Commerce improved global product discovery, driving 80% higher search usage and stronger ecommerce performance.



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+10%

increase in click through rate

-41%

decrease in search abandonment

## The Brand

Thule is a global consumer goods company designing and manufacturing premium outdoor, transport, and travel products. The brand serves both B2B and B2C audiences worldwide, with B2B retail partners accounting for a significant share of total sales.

Alongside a strong wholesale and physical retail presence, Thule operates direct-to-consumer ecommerce websites across multiple international markets. The online catalogue spans a wide range of categories including roof racks and bike carriers, bike and ski bags, and camping gear.

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product discovery plays a key role in helping customers to quickly and easily select the right solution.

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## The Challenge

Before working with Athos Commerce, Thule relied on a basic on-site search setup that offered limited relevance, control, and visibility.

Search results were often inconsistent or inaccurate, making product discovery difficult for customers. Internally, search was managed through a developer-focused setup with no intuitive interface for ecommerce teams. Synonym management, ranking adjustments, and search optimization all required development involvement, limiting speed and flexibility.

Key challenges included:

- Poor relevance and unreliable search results
- No interface to manage synonyms or keyword variations
- Limited control over ranking and merchandising logic
- Incomplete or inconsistent filters and attributes
- No effective handling of zero-results searches
- No analytics or reporting to understand search behavior

As a result, Thule lacked insight into how customers were using search and where discovery series, understand zero-result remained limited, and user trust

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product landscape.

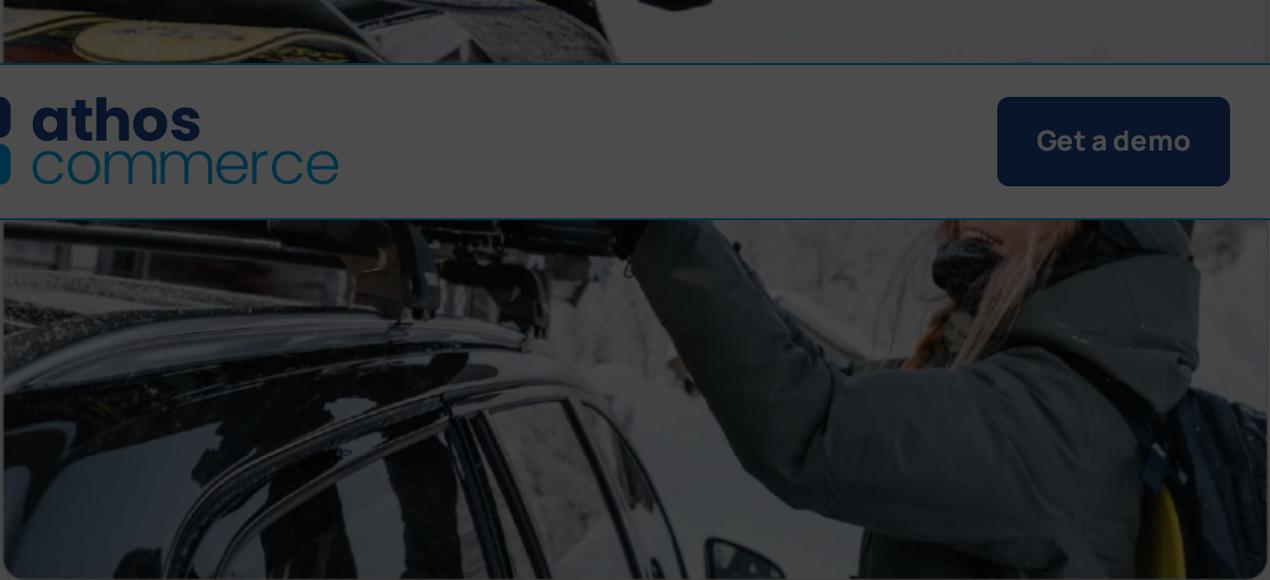
specific use cases that do not

use cycles and limited repeat

more advanced and



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## The Solution

Thule selected Athos Commerce following a structured evaluation of leading search and discovery platforms. The decision was driven by Athos Commerce's ability to deliver rapid improvements in relevance and insight, while remaining efficient to implement and easy to manage for internal teams.

”

What really changed was visibility. We finally had insights into how customers search, where they struggle, and what we can improve. That completely changed how we work with search.

**Petter Mattsson**

Head of Platform, Thule Group

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g search platform that gave  
solution addressed core  
control, filtering, zero-  
complexity.

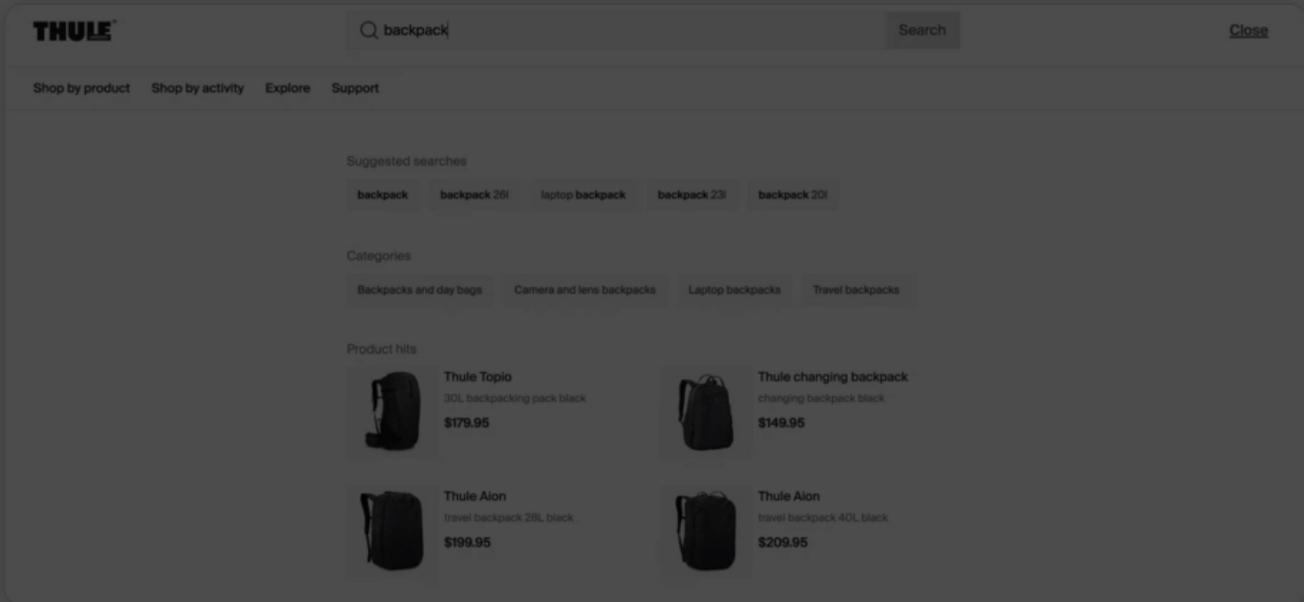
n API-based approach to  
Initial technical



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Thule's direct-to-consumer websites. The ecommerce team actively uses search analytics and zero-results reports to identify gaps in discovery and take action. This includes adding synonyms, creating redirects to relevant categories or landing pages, and delivering tailored messaging for discontinued products or spare parts.



## The Results

Since implementation, Thule has recorded strong and consistent improvements:

- **Search usage increased by 80%**, supported by improved relevance and a redesigned

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...t for non-search users

...relevance, filters, and results

...pment teams and enabled  
...erce, customer service, and  
...er overall search experience.

Commerce. The objective is to continue strengthening product discovery across the entire customer journey, while supporting both global scale and local market relevance.



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Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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## Solutions



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