



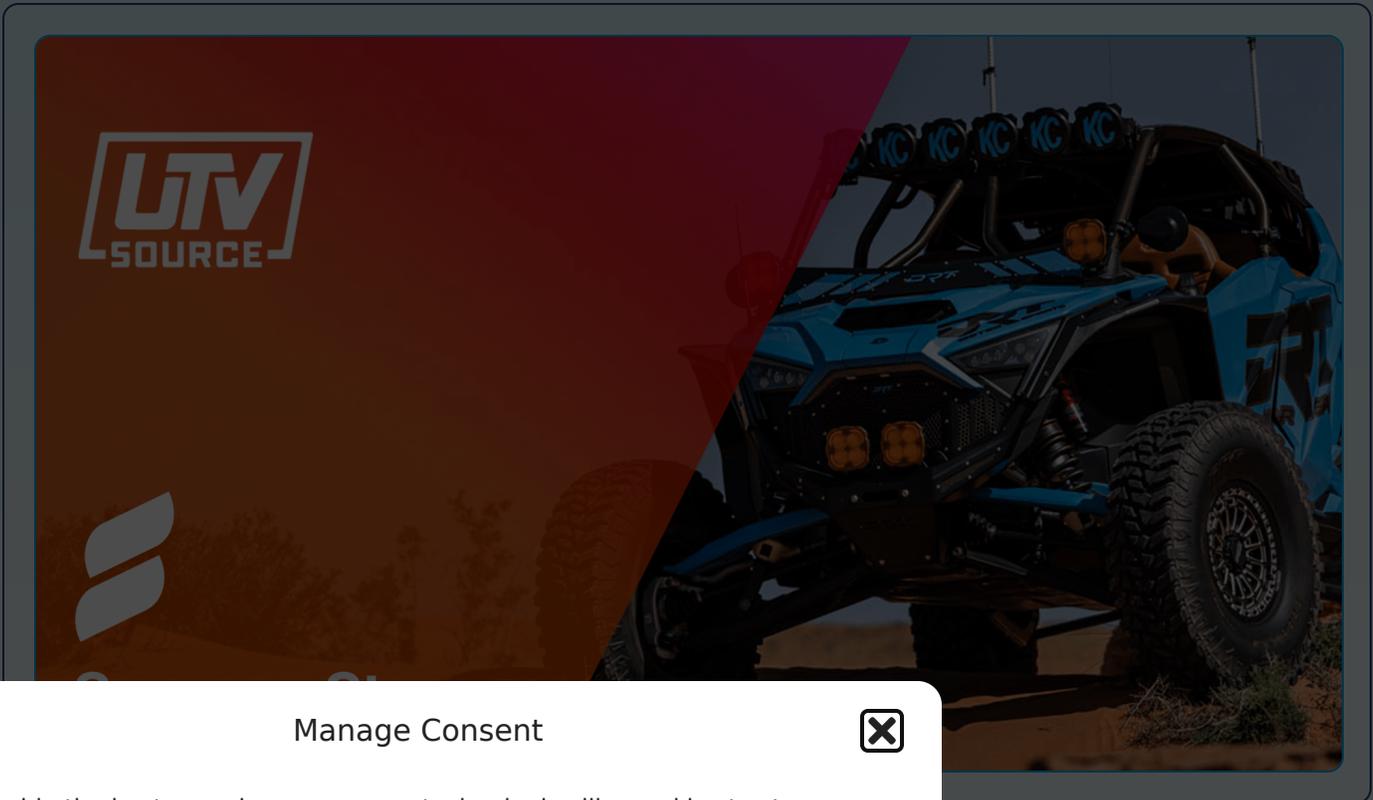
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UTV Source

UTV Source Partners With Athos Commerce to Create the Best Possible Online Experience for Shoppers



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51.0%
14.6x

Higher Revenue Per Visit

9x

Higher Conversion from Search

"Athos Commerce has been a major value-add to our business. It not only provides a better user experience but it keeps our customers coming back for more. There's a lot of competition in our space and Athos Commerce has been a key differentiator between us and the other guys."

Matt Druey

Founding Partner, UTV Source

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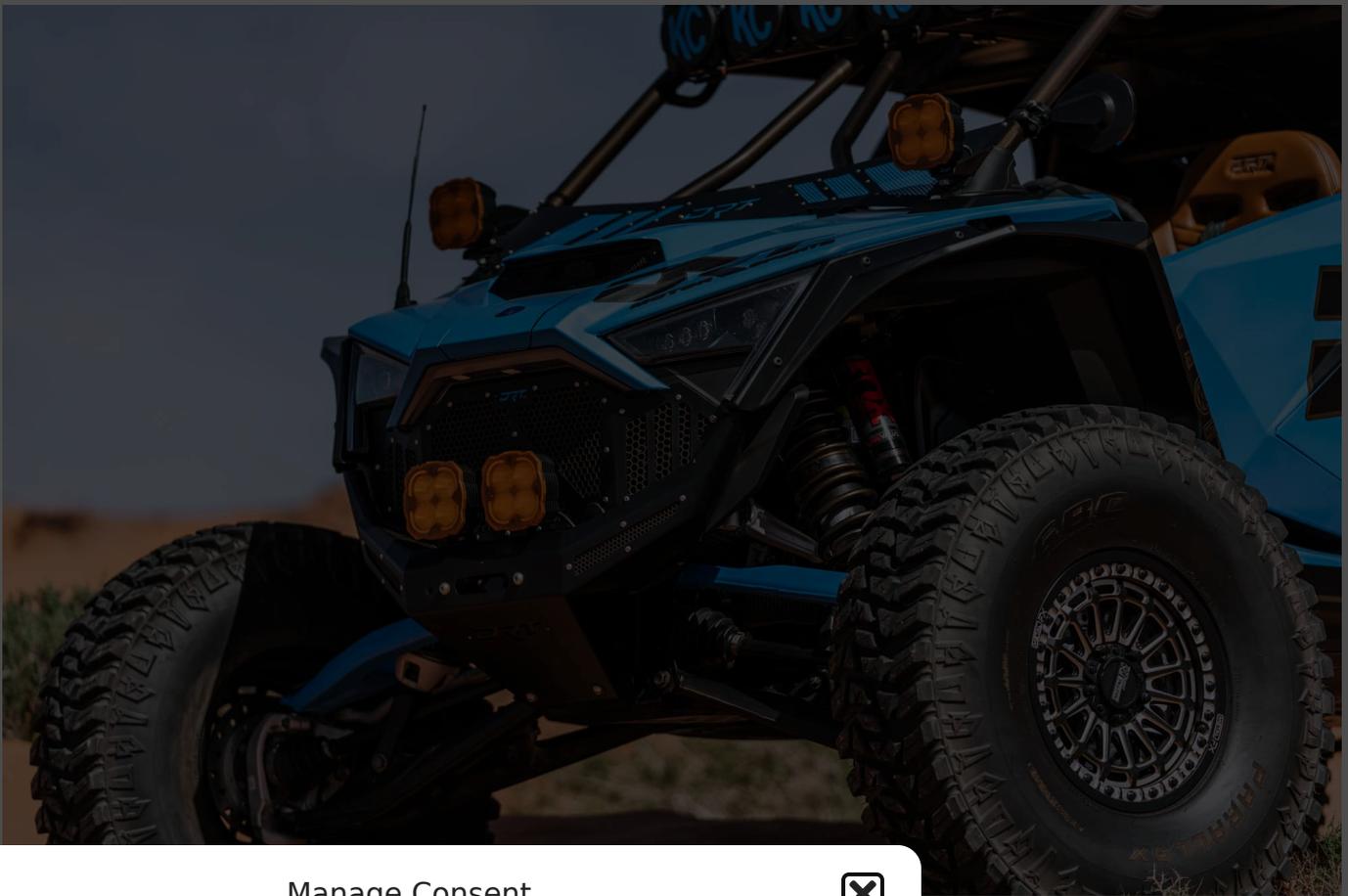
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...ssories for UTVs. From the
...n't find anywhere else, they
...of your UTV – and stand out



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The Partner

Atelier Commerce is a full-service digital agency servicing luxury, fashion, and home brands in the ecommerce space. Their offerings range from web design and development to digital marketing and bespoke operations.

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The Challenges

The automotive industry historically offers a wide range of products and SKUs, presenting several challenges in delivering a seamless online experience. And with parts that fit multiple products and manufacturers, finding the right products proved a cumbersome task for UTV Source shoppers.

In fact, it was nearly impossible to narrow down results to fit a shopper's exact needs, leaving customers unsure of part compatibility and less likely to convert. UTV Source's current ecommerce platform lacked the flexibility they needed, including the ability to offer custom filter options. It also hindered their internal team's ability to easily merchandise the site.

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The Solutions

Having worked with Athos Commerce on prior projects, [Atelier Commerce](#) knew it was the right solution for UTV Source. Atelier Commerce was confident the addition to the retailer's tech stack would not only level up the user experience but drive more conversions.

With Athos Commerce integrated, UTV Source was able to get the right products in front of the right customers with optimized search, merchandising, and personalization. Athos Commerce's robust [Merchandising Suite](#) meant their internal team could now curate collections more efficiently.

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The Results

Since implementing Athos Commerce, UTV Source has experienced a significant increase in search usage on their online store, as well as a boost in revenue attributed to site search.

"Athos Commerce has been a major value-add to our business. It not only provides a better user experience but it keeps our customers coming back for more", says Matt Druey, Founding Partner at UTV Source. "There's a lot of competition in our space and Athos Commerce has been a key differentiator between us and the other guys. The numbers don't lie. It's a solid investment."

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...o shoppers who did not use

Share on social



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



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