



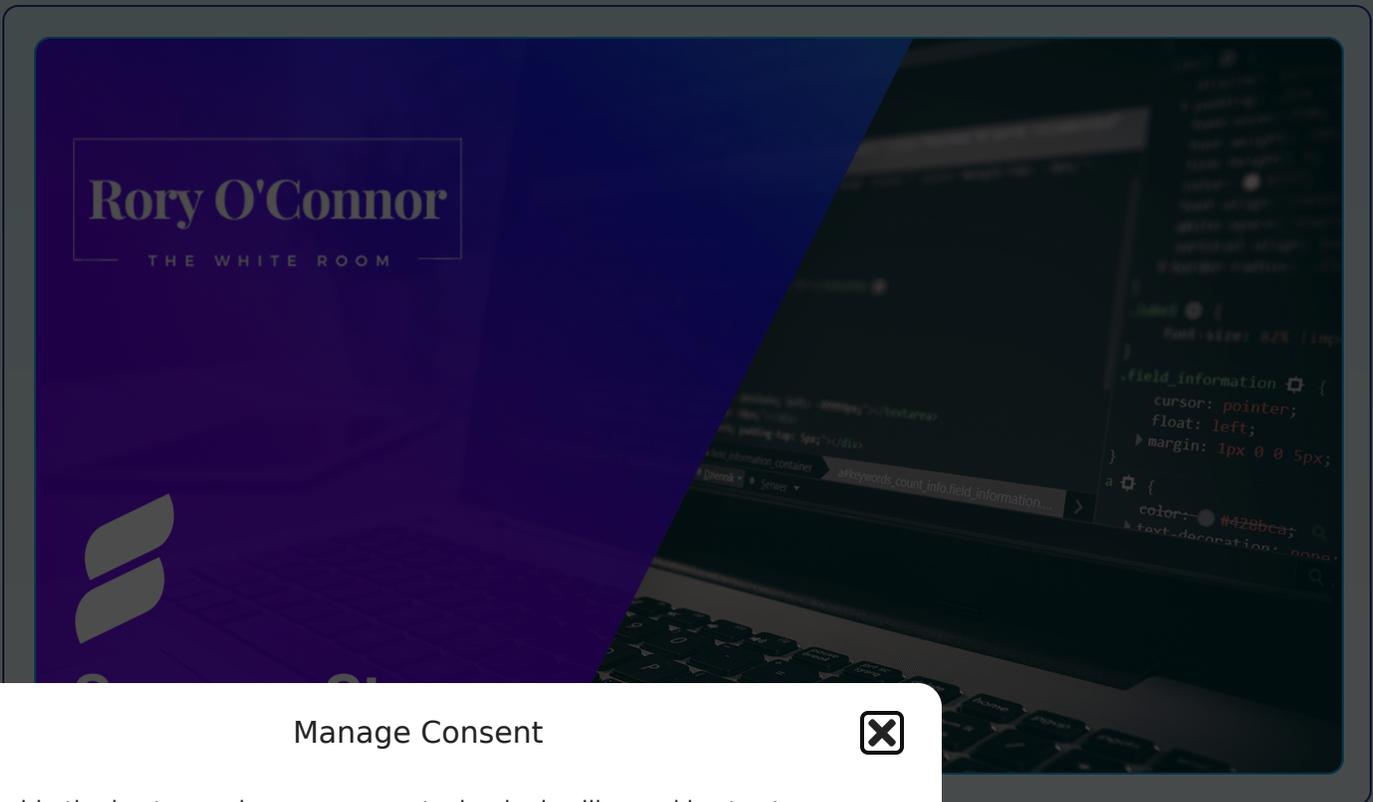
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The White Room

Together, Athos Commerce and The White Room have helped clients debug their ecommerce sites and improve search, merchandising, and personalization.



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1500%
72%

Increase in Search Revenue per Visit

8x

More Likely to Make a Purchase

"As a web developer, I have worked with lots of vendors who have varying levels of quality and service. Athos Commerce is far and away the best on both fronts."

Rory O'Connor

Web Developer & Owner, The White Room

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The Brand

Rory O'Connor is a web developer and owner of The White Room. With over 20 years of experience helping clients build and maintain ecommerce websites, he is an expert on platform and app integration. The White Room has several clients who use Athos Commerce and O'Connor encourages clients who aren't on Athos Commerce to explore its benefits.

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```

1 | (req.body.email &&
2 | req.body.name &&
3 | req.body.favouriteBook &&
4 | req.body.password &&
5 | req.body.confirmPassword) {
6 |
7 | // confirm that user typed same password twice
8 | if (req.body.password !== req.body.confirmPassword) {
9 |   var err = new Error('Passwords do not match. ');
10 |   err.status = 400;
11 |   return next(err);
12 | }
13 |
14 | // create user data from input
15 | var userData = {
16 |   email: req.body.email,
17 |   name: req.body.name,
18 |   favouriteBook: req.body.favouriteBook,
19 |   password: req.body.password
20 | };
21 |
22 | // use schema's 'create' method to persist document into MongoDB
23 | User.create(userData, function (error, user) {
24 |   if (error) {
25 |     return next(error);
26 |   }
27 |   return next(user);
28 | });

```

The Challenges

Throughout the years, The White Room has helped countless clients with their ecommerce sites. There are times when a new client isn't familiar with Athos Commerce and The White Room recommends they explore how Athos Commerce helps improve site search, personalization, recommendations, and merchandising.

In addition to recommending Athos Commerce to new clients, there have been times when an established shared client between The White Room and Athos Commerce has decided to give other search, merchandising, and personalization tools a try. There have also been times mutual clients switch ecommerce platforms and would like to try their new platform's built-in solutions instead of Athos Commerce.

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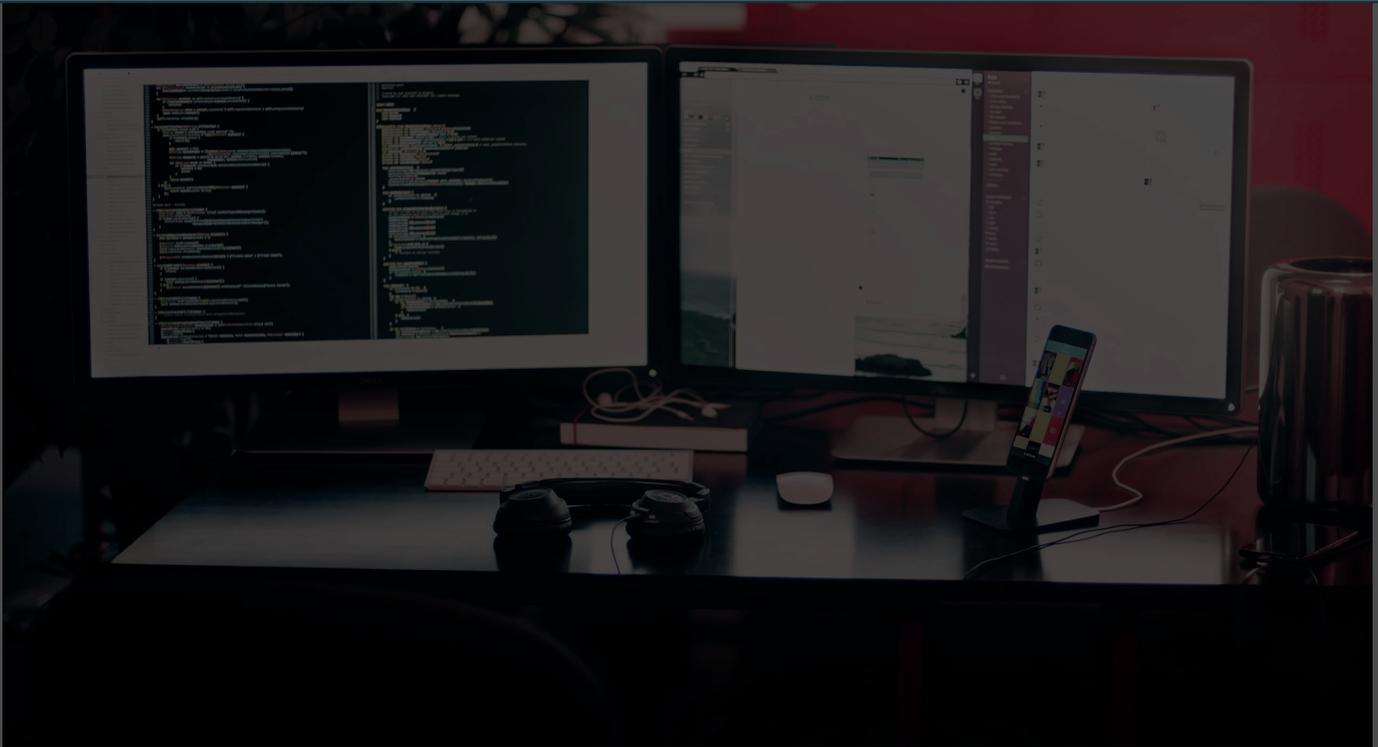
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to simply not be powerful
 depending more time and
 s. On the advice of The White
 back.

s confidence in Athos
 industry."



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Why Athos Commerce

There are several reasons why The White Room recommends Athos Commerce, including how easy it is to use, the back-end functionality, and the level of service provided by the Athos Commerce team. O'Connor appreciates how Athos Commerce's in-house developers take every ticket seriously and are always happy to answer questions and make suggestions or changes.

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tion. No matter who is knowledgeable and just support at the forefront of developers I have

in javascript so he doesn't need to open a ticket just to make changes.



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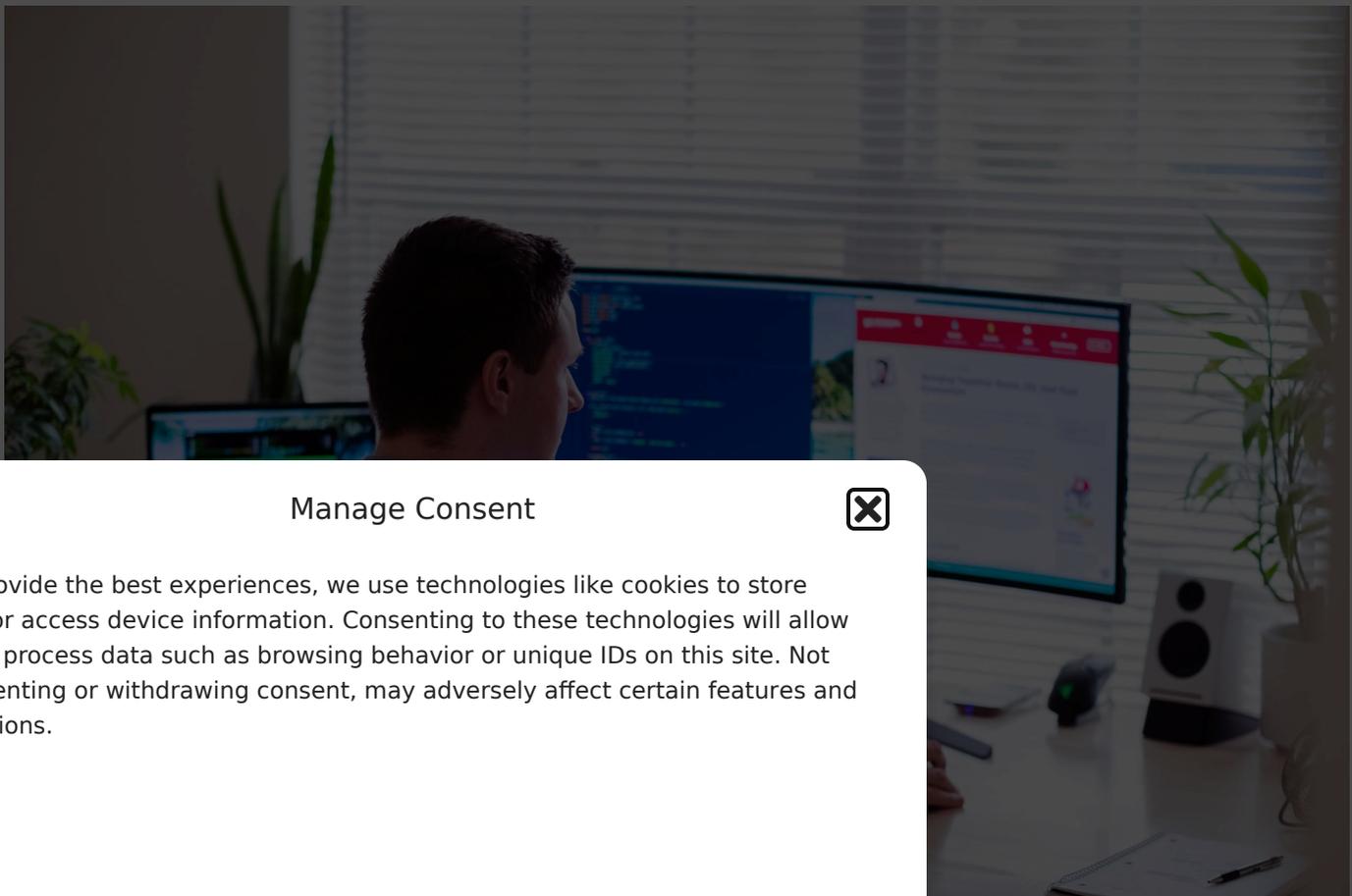


eliminate gaps in the process and address issues immediately.

One of O'Connor's personal favorite features is Athos Commerce's admin panel saying it "lets you do everything you need to do," such as changing and adding new facets. The admin panel also dynamically recognizes categories in the feed, displays insights, and enables the client to easily create merchandising campaigns, set rules, and implement personalization.

Some of the most popular features with The White Room clients include:

- Drag and Drop Merchandising
- Inline Banners
- Landing Pages
- Autosuggest
- Filters



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Together, Athos Commerce and The White Room have helped clients debug their



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shoppers who used search were 8 times more likely to make a purchase than those who didn't, compared to December 2018 – December 2020 when shoppers who used search were only 2.4 times more likely to make a purchase.

Over the same period, this client also experienced a 152% increase in search conversion rate and a 72% increase in search revenue per visit.

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Platform



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Solutions

Category Navigation

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