



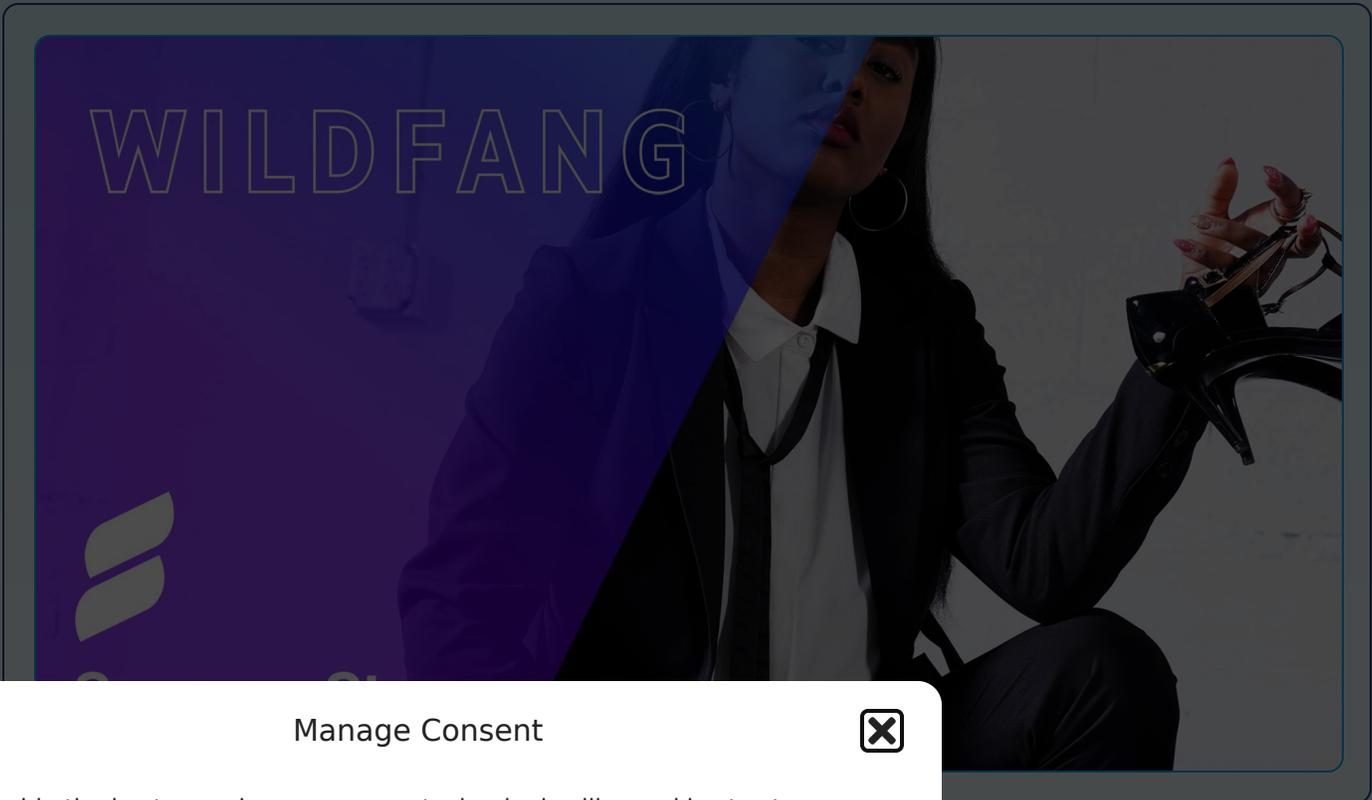
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Wildfang

While online merchandising was always a key focus for Wildfang, it's now a far less manual process for their team with Athos Commerce's rule-based solutions.



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24%

Increase in Conversion Rate With Search

17%

Revenue per Visit from Search

"Why Athos Commerce? For us, there were two main drivers. The first was positive referrals from other people using the product, and we had a number of those. The second was the amazing team behind it. The way to win in ecommerce is with an extremely personalized journey, and Athos Commerce gives you the ability to do that."

Emma Mcilroy
CEO of Wildfang

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The Brand

Wildfang is a female-founded clothing company that sets out to create “a home for badass women everywhere”.

With a strong focus on a woman’s right to be and wear whatever she wants, the brand is best known for its signature ‘Wild Feminist’ collection, workwear, and button-ups.

The customer is at the heart of every aspect of the Wildfang brand, and nowhere is this more pronounced than on their ecommerce store. The copy is bold, the images are attention-grabbing, and the models are diverse. Every step of the shopping experience reflects Wildfang’s mission to build a community that their shoppers can belong to.

As a self-described “omnichannel, direct-to-consumer lifestyle brand”, Wildfang’s greatest challenge is creating a seamless, end-to-end shopping experience that is personalized to the individual shopper. That, and differentiation.

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differentiate your business
nma Mcilroy.



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The Challenges

Online search and merchandising have always played a part in Wildfang's ecommerce strategy.

"We've always been well aware of which factors are likely to affect conversions. Search is your lowest hanging fruit. It's the highest-converting traffic, so even a small increase in search usage is going to dramatically impact revenue," says Emma.

"In terms of merchandising, we focused on a number of key factors, including price point, color, in-stock availability, newness, and categories."

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manual process that
option. What's more, the
ely affected how quickly and

erage is speed. No one wants
o what they're looking for as
s Commerce does," says



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Control, scalability, and dynamic updates are three of the key benefits of Athos Commerce,

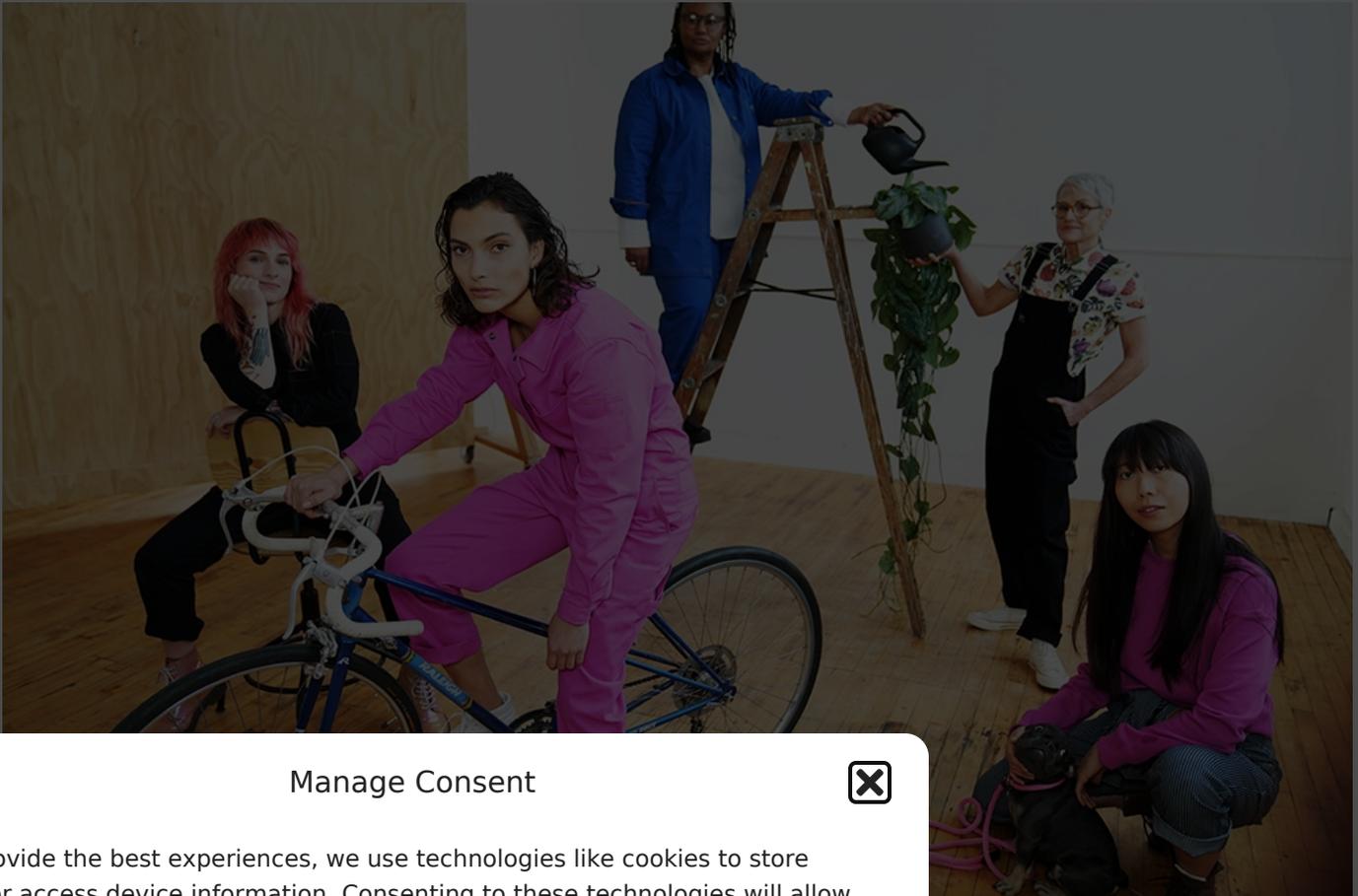


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Wildfang team has gained more time to focus on other priorities, and customers are enjoying a more intuitive shopping experience.

“Depending on what rules we have in place, as soon as a certain item becomes more popular and more of a revenue-driver, it’s going to automatically move up in our pages. Likewise, if an item starts to run low on inventory, it automatically moves down. Having control over those rules, and which ones are most important to our business metrics and KPIs at any given time, has had a huge impact... Also, having all of the analytics built into the platform itself has streamlined the process, for sure,” says Emma.



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search remained constant.



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



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