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ZIMMERMANN

Zimmermann Experienced a 31.67% Jump in Revenue Per Visit From Visitors Using Search After Implementing Athos Commerce.
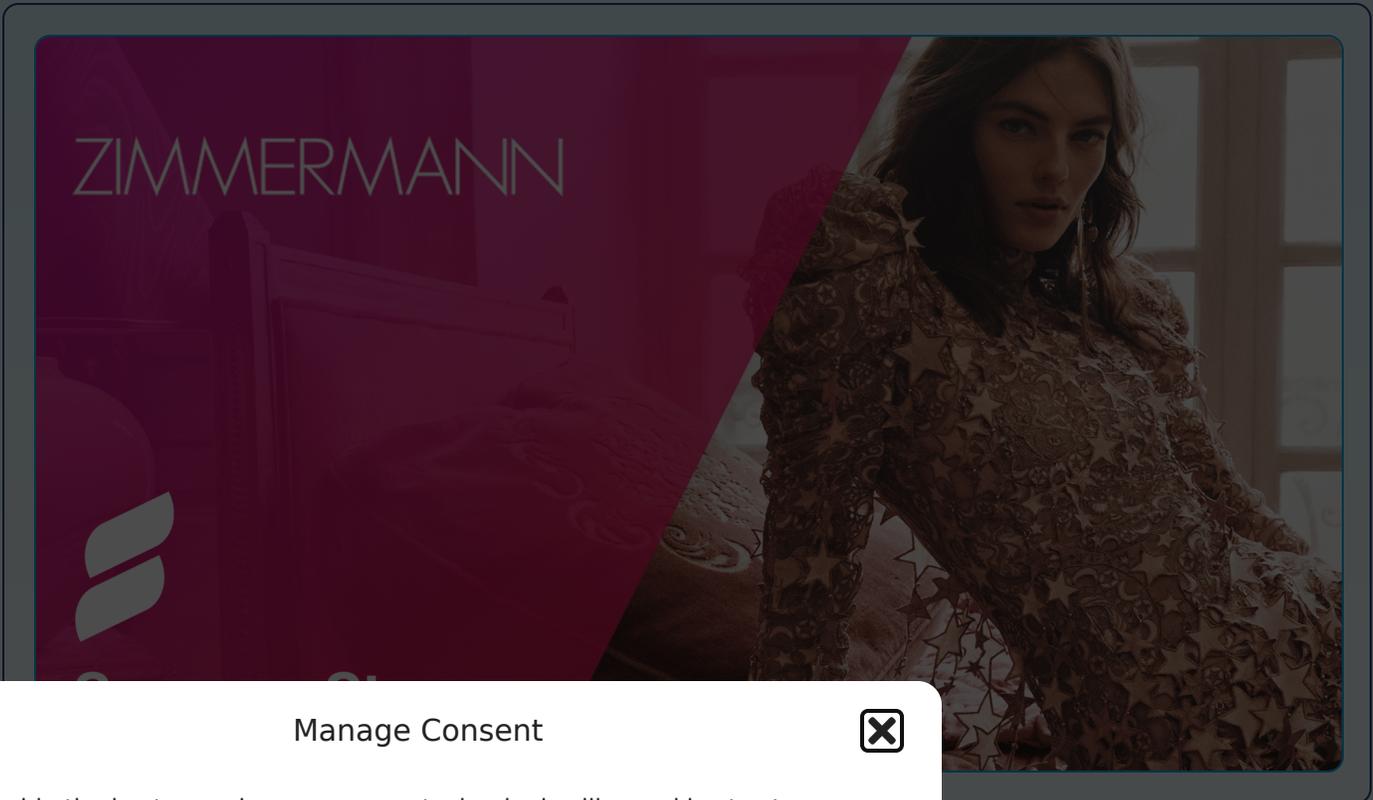
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22%

Increase in Search Conversions

12%

Increase in Search AOV

"Athos Commerce gave us the control we needed to properly merchandise our site to align with our brand vision, while also enabling optimized search and offering enhanced features such as autocomplete. We believe the integration of Seachspring has improved our site experience and we have seen greater customer engagement with our website search."

Jessica Kang
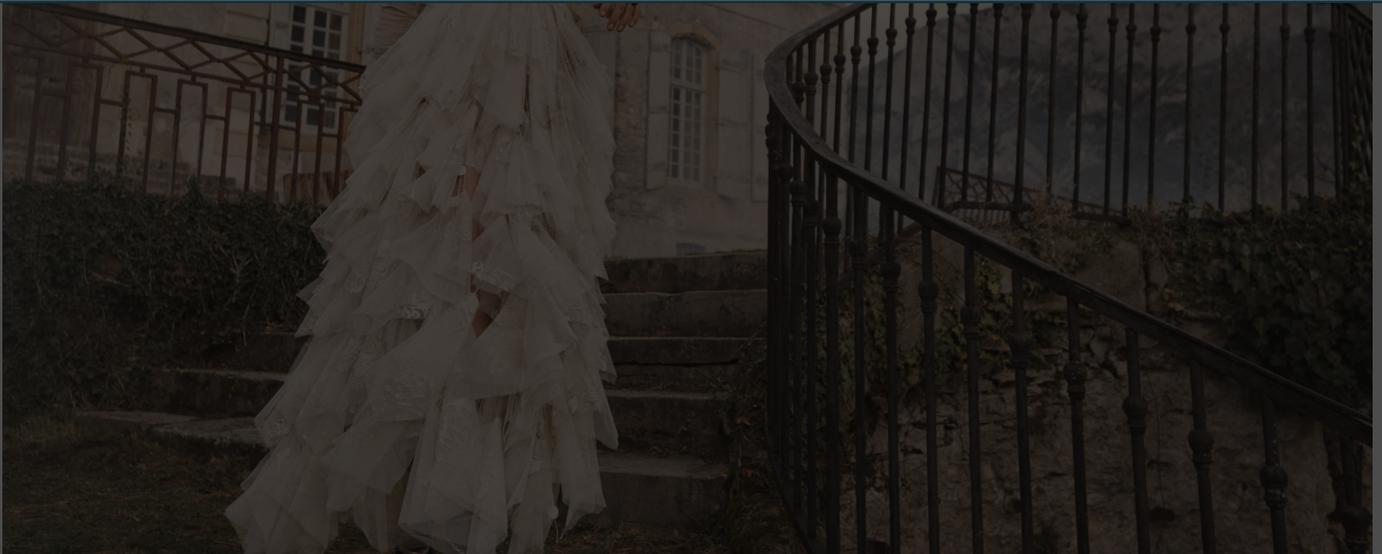Delivery and Experience Manager, Zimmermann

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The Brand

ZIMMERMANN has evolved to be a globally celebrated luxury label. Founded in 1991, the iconic Australian label stays true to its original vision of creating sophisticated femininity, clever colour combinations and delicate original prints. ZIMMERMANN maintains five global websites and a collection of stand-alone stores across Australia, the United States, United Kingdom, Europe and China, creating seductive and dynamic retail destinations that reflect the brand's modern and optimistic aesthetic.

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The Challenges

ZIMMERMANN had a great search tool in their native platform, but as they expanded, they found they needed something more powerful. Catering to high-end customers with high expectations who know exactly what they are looking for requires a partner who understands these needs.

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The Solutions

Athos Commerce stepped in to provide enhanced ecommerce search capabilities including Autocomplete to help ZIMMERMANN provide an elevated shopper experience for their customers. In line with their vision to provide the best for their customers, Athos Commerce's goal was to improve search relevance on ZIMMERMANN's site to ensure the right products are displayed in search results while maintaining control over this well-respected brand.

"We have had a positive experience in working with Athos Commerce. We found the integration process to be very smooth and have been pleased with the continued support provided by the Athos Commerce Team. We value the [...]MMERMANN and look [...]e roadmap."

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The Results

Since implementing Athos Commerce in September 2021, ZIMMERMANN has seen a strong increase in overall revenue from visitors using search, driven by a 21.8% increase in conversions from search, a 31.67% jump in revenue per visit from visitors using search, a 12.43% increase in average order value with search, and a 56% increase in shoppers using search on their site.

With such strong results and a desire to provide the best experience possible, ZIMMERMANN plans to implement more Athos Commerce products, including Personalized Recommendations.

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Solutions

Category Merchandising

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Search & Autocomplete

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