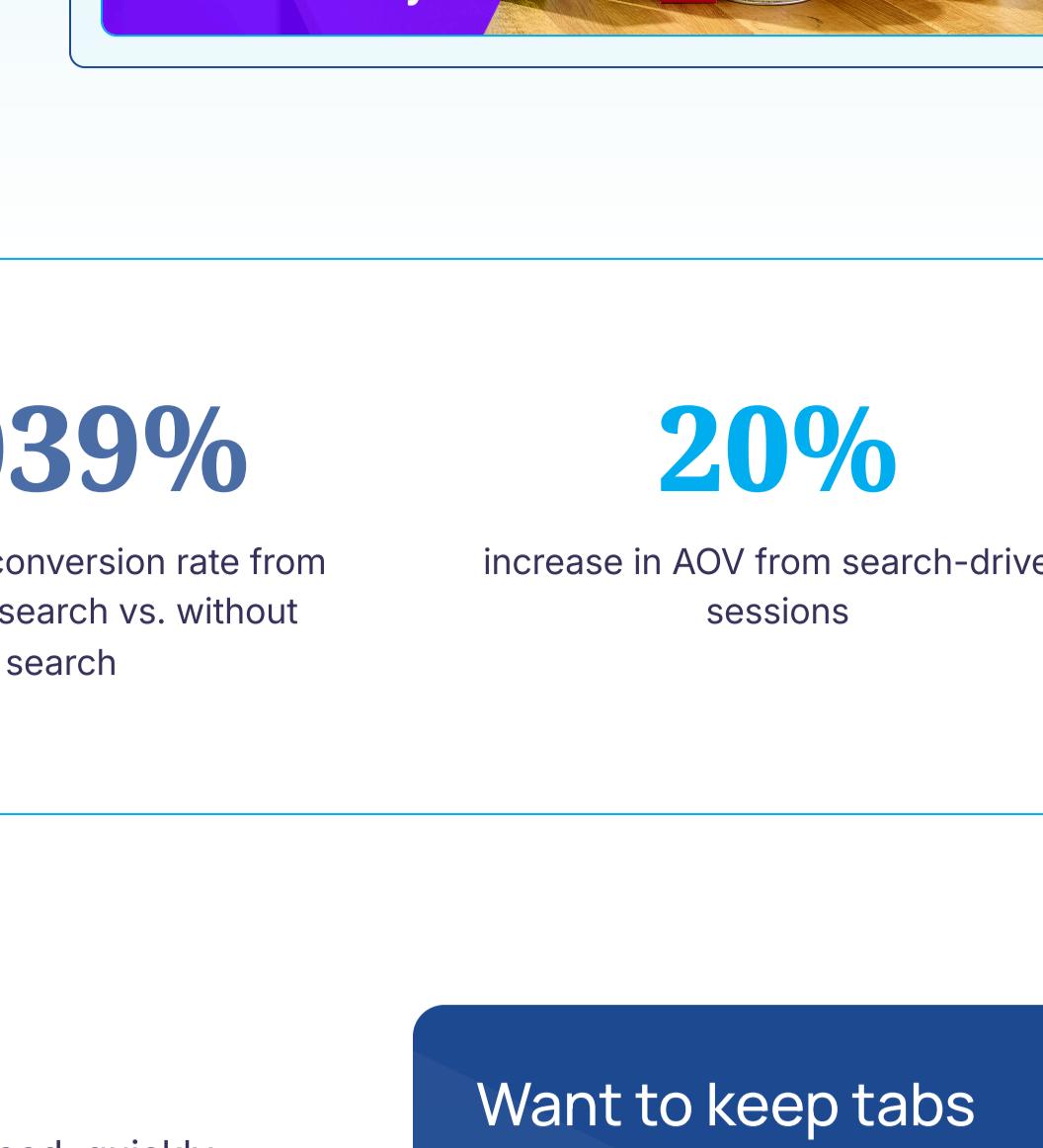


HealthPost

How Athos Commerce's search, merchandising, product bundling, and ecommerce personalization gave HealthPost a wellness boost in online performance.



1264%

higher revenue per visit from search vs. without search

1039%

increase in conversion rate from visits with search vs. without search

20%

increase in AOV from search-driven sessions

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Our customers can now find exactly what they need, quickly and effortlessly—whether they're shopping for natural supplements, vegan skincare, or plastic-free home essentials.



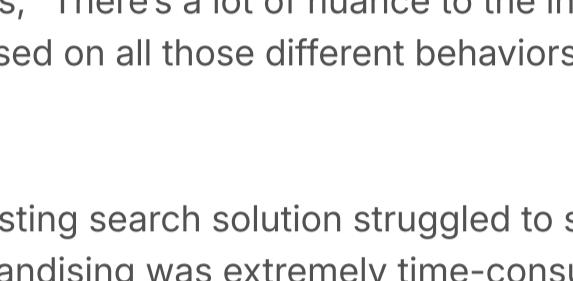
Abel Butler
HealthPost CEO

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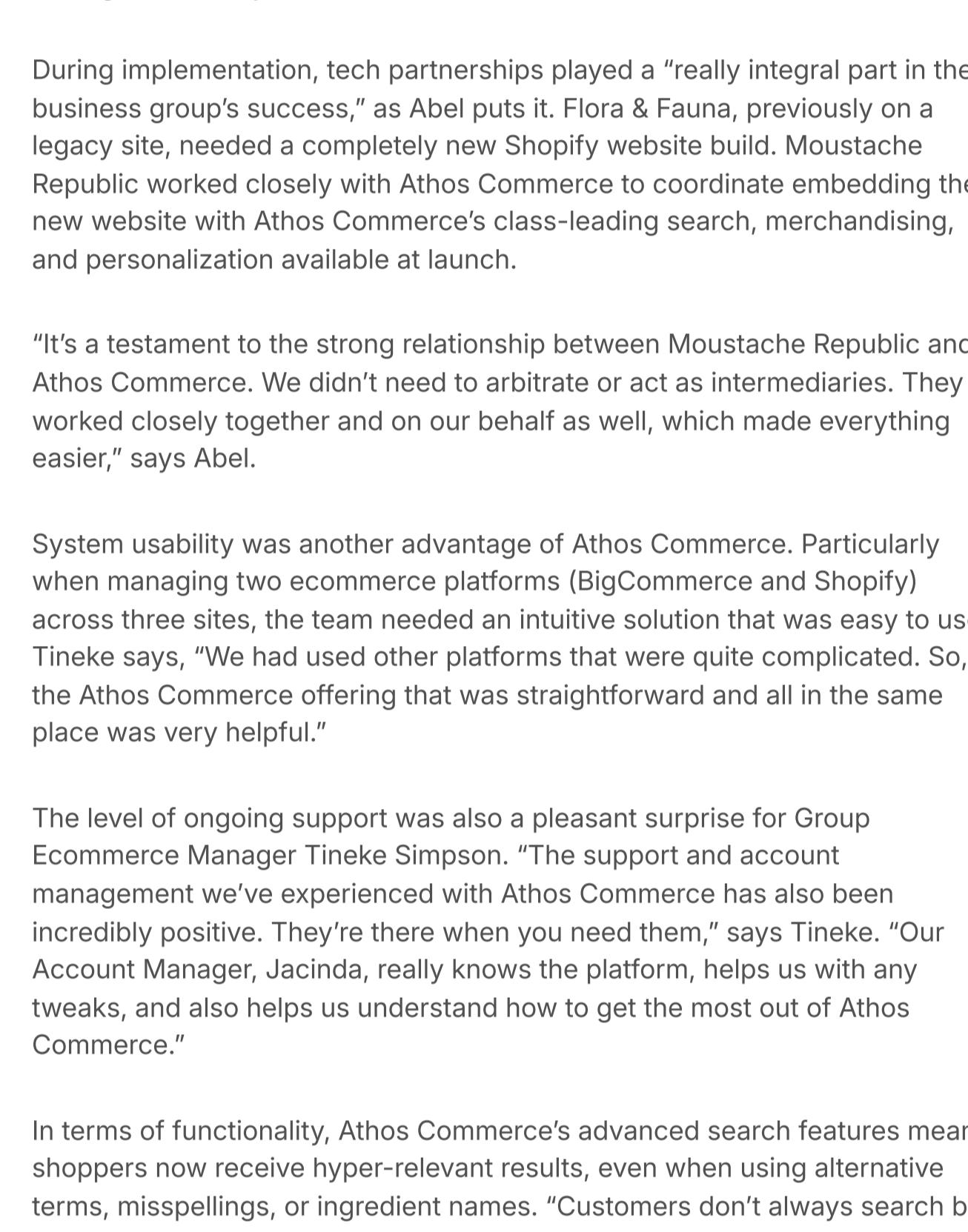


The Brand

Since 1988, [HealthPost](#) has remained at the forefront of ethical online retail, offering a thoughtfully curated selection of natural health, beauty, and eco-friendly lifestyle products. The brand is a trusted name in wellness in New Zealand, championing sustainability, ingredient transparency, and conscious consumerism.

HealthPost saw an opportunity to further amplify its impact across Australia and New Zealand (ANZ) and beyond with the acquisition of [Flora & Fauna](#) and [Nourished Life](#). While HealthPost specializes in premium natural health products, Flora & Fauna caters to environmentally conscious shoppers seeking plastic-free and vegan-friendly alternatives, and Nourished Life focuses on wonderfully clean, non-toxic beauty.

Together, the Group (HealthPost, Flora & Fauna, and Nourished Life) shares a values-driven ethos, creating a powerhouse of ethical retail to serve discerning shoppers in ANZ and around the globe.



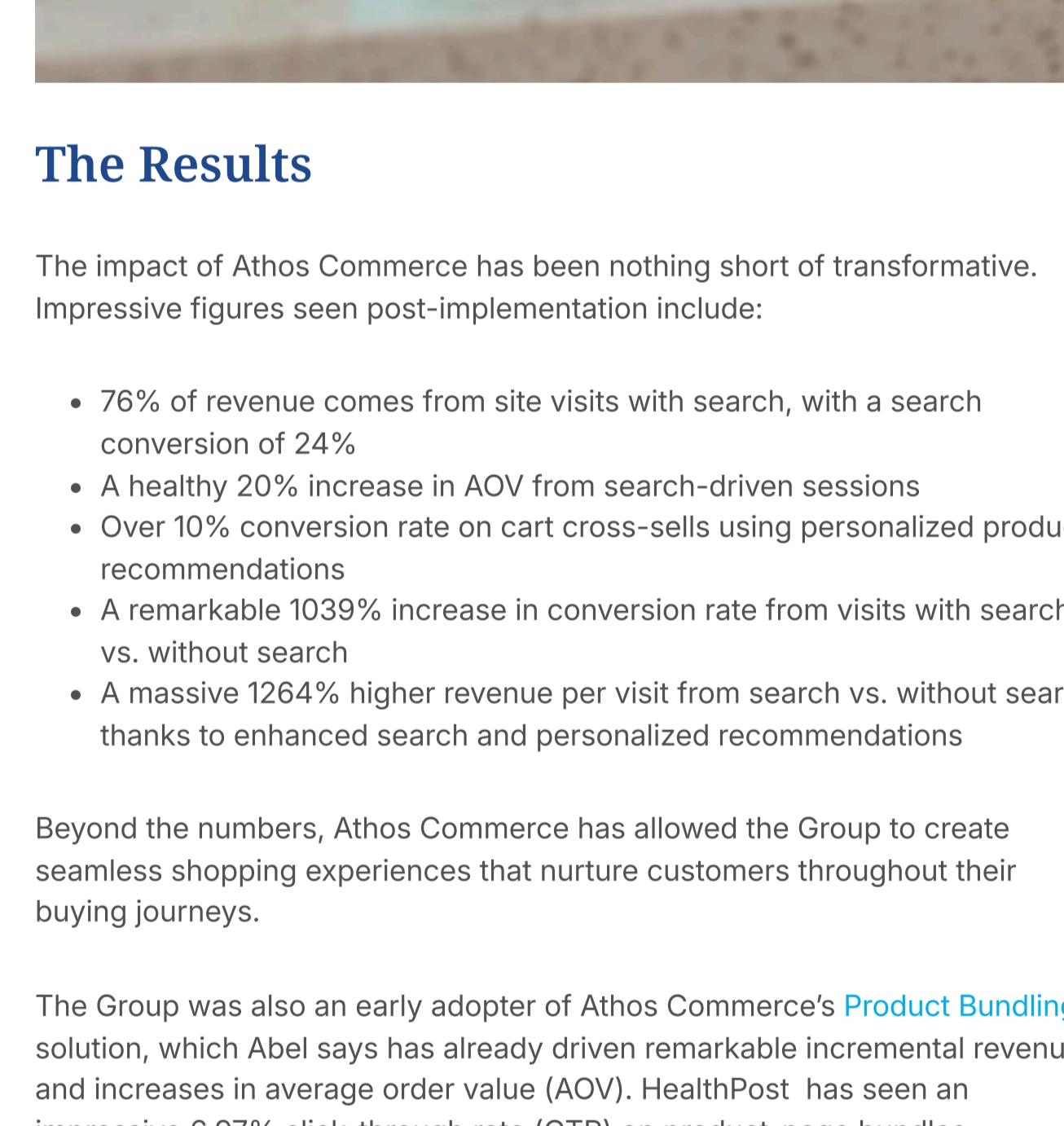
The Challenges

Despite industry leadership across ANZ, the Group still faced a growing pain: how to help customers navigate the size and diversity of product catalogs—quickly and efficiently. With thousands of SKUs and a multitude of categories across three brand identities, it was no small task to ensure shoppers enjoyed a seamless path to purchase.

Beyond basic product search, customers were often looking for products based on ingredients, specific health benefits, values (such as ethically produced) or even certifications (such as B Corp-certified). HealthPost CEO Abel Butler explains, "There's a lot of nuance to the indexing needed to serve relevant results based on all those different behaviors and ways that people search."

The company's existing search solution struggled to satisfy shoppers' intent, and manual merchandising was extremely time-consuming. As the Group continued to grow, the team needed a smarter way to optimize search, streamline merchandising, and personalize recommendations—without adding complexity to their workflow.

Additionally, Abel knew interoperability and integration capability were crucial aspects of building out the ecommerce tech stack across Shopify and BigCommerce sites. Moustache Republic, the ecommerce agency Abel had an ongoing relationship with, was very familiar with Athos Commerce and recommended it to solve the Group's challenges.



The Solutions

The Group found the perfect remedy in Athos Commerce's comprehensive [search](#), [merchandising](#), and ecommerce [personalization](#) capabilities to enhance the on-site shopping experience.

Abel elaborates, "With all the functionality we needed to meet core business needs, a BigCommerce integration for HealthPost, Shopify for Flora & Fauna and Nourished Life, and a recommendation from our development agency, Moustache Republic, Athos Commerce really ticked all the boxes. It supported all the sophisticated merchandising activities we do. The ease of use and user-friendly interface were also attractive differentiators. Our previous technology had a significant layer of complexity, so we wanted a solution where we didn't need to refer to the vendor or to our development partners to manage effectively."

During implementation, tech partnerships played a "really integral part in the business group's success," as Abel puts it. Flora & Fauna, previously on a legacy site, needed a completely new Shopify website build. Moustache Republic worked closely with Athos Commerce to coordinate embedding the new website with Athos Commerce's class-leading search, merchandising, and personalization available at launch.

"It's a testament to the strong relationship between Moustache Republic and Athos Commerce. We didn't need to arbitrate or act as intermediaries. They worked closely together and on our behalf as well, which made everything easier," says Abel.

System usability was another advantage of Athos Commerce. Particularly when managing two ecommerce platforms (BigCommerce and Shopify) across three sites, the team needed an intuitive solution that was easy to use. Tineke says, "We had used other platforms that were quite complicated. So, the Athos Commerce offering that was straightforward and all in the same place was very helpful."

The level of ongoing support was also a pleasant surprise for Group Ecommerce Manager Tineke Simpson. "The support and account management we've experienced with Athos Commerce has also been incredibly positive. They're there when you need them," says Tineke. "Our Account Manager, Jacinda, really knows the platform; helps us with any tweaks, and also helps us understand how to get the most out of Athos Commerce."

In terms of functionality, Athos Commerce's advanced search features mean shoppers now receive hyper-relevant results, even when using alternative terms, misspellings, or ingredient names. "Customers don't always search by product name," says Abel. "They also look for ingredients, certifications, health priorities, the list goes on. Athos Commerce helps us speak our customer's language on-site and quickly match their queries with the right products."

Tineke is also excited to eliminate hours of previously manual merchandising across the Group's brands. With Athos Commerce's automated, rules-based merchandising, she can dynamically promote or demote in-stock items, high-margin products, best-sellers, and more. "The merchandising for us is phenomenal," remarks Tineke. "It's been really beneficial, and the team is working with it daily with promos and elevating and boosting products."

Automated merchandising has also made short work of promotional landing pages. Tineke illustrates, "We have a lot of emails leading customers to specific landing pages. Athos Commerce has really enhanced our ability to create one-off landing pages using automated merchandising. Instead of setting everything up one-by-one, which is extremely time inefficient, we're letting the tech do the heavy lifting to set up landing pages for promos."

To better understand customers' search behaviors, the Group uses zero-results search term reports. Tineke says the search reports have been vital to understanding which searches are successfully driving conversion and which need to be further optimized. She can quickly see what customers are looking for but can't find, and use these invaluable insights to identify potential inventory gaps and guide future product expansion. For example, customers may search for product content, including terms like "protein," "vitamin B12" or specific ingredients. Tineke explains, "Just knowing we might be missing some of the range or should be onboarding other products when customers are looking for something we don't have is really informative."

Zero-results pages and product display pages (PDPs) also showcase personalized product recommendations. "More ideas" and "You might also like" item carousels make it easy for shoppers to discover more of what they'll love at critical points in the shopping journey—and keep adding more to their baskets. HealthPost has seen this behavior first-hand with a 6.03% conversion rate on zero-results page product recommendations since implementing Athos Commerce.

The Results

The impact of Athos Commerce implementation is nothing short of transformative. Impressive figures seen post-implementation include:

- 76% of revenue from site visits with search, with a search conversion of 24%
- Over 10% conversion rate in AOV from cross-search-driven personalized product recommendations

• A massive 1264% higher revenue per visit from search vs. without search, thanks to enhanced search and personalized recommendations

Beyond the numbers, Athos Commerce has allowed the Group to create seamless journeys for customers throughout their buying process.

The Group was also an early adopter of Athos Commerce's [Product Bundling](#) solution, which Abel says has already driven repeatable incremental revenue and impressive 6.97% click-through rate (CTR) on product pages.

Abel and Tineke are keen to leverage key updates to the tagging options within Klevu's KlevuIQ technology. The additional platform profile dossier, shopping behaviors from Athos Commerce, deeper segmentation, and more, will allow for more personalized product recommendations.

With Athos Commerce deeply embedded in its ecommerce strategy, HealthPost, Flora & Fauna, and Nourished Life are poised for even greater experiences for their customers.

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There's always more you can do with conversion optimization and personalization. So, it's really important to choose the right technology partners who are well-established and have a strong relationship with their customers. Continuously optimize and flex your personalization strategy with what you can offer your customers and keep up with ever-evolving customer expectations.

Abel Butler
HealthPost CEO

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PrettyLittleThing Case Study

PrettyLittleThing launched its Barbie collection, timing was everything. Thanks to the global success of the movie and exceptional product feed management by Athos Commerce's Intelligent Reach solution, the campaign for across-sites executions and high-visibility promotions and peak performance.

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