

HOW ATWOODS DROVE 153% MORE ORGANIC TRAFFIC WITH A SCALABLE ECOMMERCE OVERHAUL

Atwoods is a family-run farm and ranch retailer with more than 70 stores across Oklahoma, Texas, Arkansas, Missouri, and Kansas. Known for dependable products and strong community ties, the brand has built its reputation on trust and service. As more customers began shopping online, the digital experience needed to reflect that same reliability.

THE CHALLENGE

Atwoods' existing eCommerce platform was limiting both growth and day-to-day execution.

Although positioned as B2C-ready, the system was built on B2B architecture, which created friction across the customer journey. Shoppers encountered out-of-stock errors at checkout, struggled with product discovery, and had limited visibility into inventory. Navigation was unintuitive, and merchandising lacked the flexibility needed to support promotions and seasonal shifts.

On the backend, content updates were slow and often required developer support. This made it difficult for the team to respond quickly to changes in demand or launch campaigns efficiently.

At the same time, a PCI compliance deadline introduced a fixed timeline. The team needed a platform that could be implemented quickly while also addressing long-standing performance and usability issues.



THE PROCESS

Atwoods partnered with Nansen to rebuild its eCommerce foundation with speed, flexibility, and long-term scalability in mind.

The engagement began by aligning business priorities with customer expectations and technical requirements. Early efforts focused on identifying the points of friction across both the customer experience and internal workflows.

From there, the team defined a composable architecture that would connect systems across product data, order management, and marketing. The goal was to create a more unified operating model, where teams could move faster without introducing complexity.

The approach balanced rapid delivery with long-term maintainability, ensuring the new platform could support ongoing optimization.

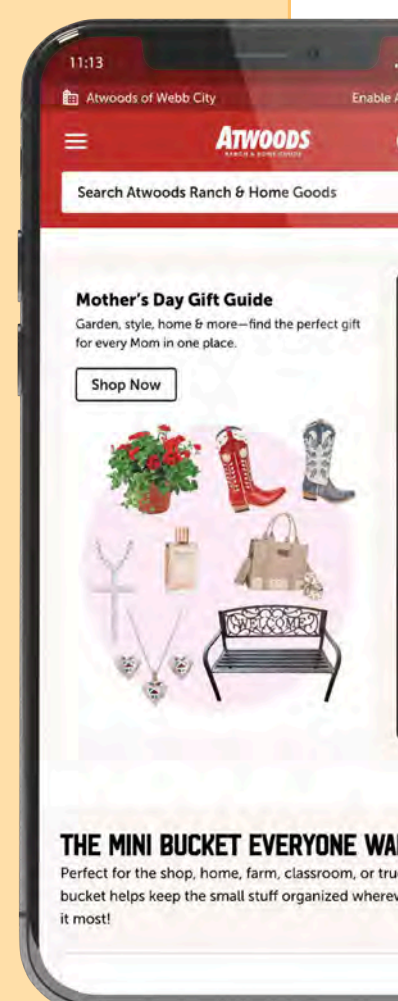
THE SOLUTION

Nansen replatformed Atwoods' eCommerce experience in four months using Optimizely CMS and Commerce.

The new platform was designed to improve usability for customers while giving internal teams greater control over content and merchandising. To support this, Nansen implemented a connected technology stack that included:

- inriver PIM to centralize and standardize product data
- Tecsys OMS to enable cross-channel order management and fulfillment
- HubSpot to support automated marketing workflows
- Flexible payment solutions, including Buy Now, Pay Later
- Fraud prevention and tax compliance tools to support secure transactions
- GA4 and Google Tag Manager to enable performance tracking and optimization

The new storefront allows customers to browse more intuitively, view real-time inventory, and choose between fulfillment options such as in-store pickup or home delivery. Checkout is faster and more reliable, which improves confidence and reduces drop-off.



THE RESULTS

The new platform delivered measurable improvements across acquisition, engagement, and revenue.

Customer Engagement & Site Performance

- 153% increase in organic search traffic
- 114% increase in navigation clicks
- 6% increase in total users
- 26% increase in purchases driven by organic search

Conversions & Revenue

- 20% increase in total purchasers
- 22% increase in first-time purchasers
- 12% increase in total revenue

The impact extended beyond customer metrics. Internally, teams can now update content quickly, launch promotions without developer support, and use performance data to guide decisions.

As one Atwoods stakeholder shared, "We were up against a tight deadline and a legacy platform that couldn't keep up. Nansen came in with a clear plan, moved fast, and delivered exactly what we needed, a site that reflects the same trust and quality our customers expect in-store."

What started as a time-sensitive replatform created a more flexible foundation for growth. "This project wasn't just a fix. It gave us the foundation to scale smarter, personalize more, and continue improving the customer experience."

WHAT'S NEXT

Atwoods is continuing to build on this foundation with a focus on personalization and operational efficiency.

Planned initiatives include introducing product and content recommendations tailored to customer behavior and expanding the use of Optimizely's Digital Asset Management capabilities.