



How Intelligent Reach Simplified Accent Group's Complex Ecosystem to Drive Sales

About Accent Group

Accent Group is a leading retail company in Australia and New Zealand, specialising in footwear and apparel. With a portfolio of over 30 iconic brands, more than 800 retail stores, and over 35 online platforms, it is one of the region's largest and most prominent multi-brand retailers.

Managing multiple storefronts, intricate inventory systems, and delivering a seamless, personalised shopping experience demands extensive stakeholder engagement that requires substantial time and resources.

The Challenge

With so many product feeds representing Accent Group's extensive portfolio of brands, a feed outage would put 40% of digital sales at risk. Resolving these issues often took weeks of troubleshooting to identify and fix the problem. With brands entering and exiting the business each year, getting a new brand's website up and running as quickly as possible is crucial to the group — as this is often the only initial revenue source with store opening taking months to come to fruition.

The Solution

Accent Group collaborated with Intelligent Reach to drive sales by optimising their data feeds and to better handle feed issues, as well as to relieve pressure on the ecommerce team for each brand. We managed multiple merchant centers and resolved several channeling account warnings, ensuring that all of Accent Group's brands could operate their businesses with stable and uninterrupted trading.

"Not having a centralised point of contact for all feed related tasks, and issues due to multiple brands on varying platforms made it impossible to manage".



Hayley Sward
Digital Marketing Manager
Accent Group

Feed Management

Intelligent Reach's Feed Management module helped The Accent Group centralise and optimise its product feeds suitable for each online platform, ensuring data accuracy, reducing the risk of outages, and improving efficiency. By automating updates and providing actionable insights, it minimised resource strain, saved time, and protected up to 40% of sales previously at risk by feed outages.

The solution also streamlined data management by maintaining consistent and up-to-date product information, reducing manual workload, and minimising errors. This enabled the ecommerce team to focus on strategic priorities while enhancing operational efficiency and delivering a seamless, reliable shopping experience for customers. Additionally, the IR team relieves the internal performance team of many hours per week they would spend troubleshooting feed issues, allowing them to focus on tactics to drive more efficiency of the paid channels.

A recent feed review for Hoka AU led to the addition of more attributes and products, for example, resulted in an impressive revenue increase of 60% over an eight-week period.

“When we add a new brand to our portfolio, we simply provide the source feed to Intelligent Reach, and the brand goes live within a week. The onboarding is incredibly fast, with the best response time I’ve ever experienced.”



Hayley Sward
Digital Marketing Manager
Accent Group

Experiments

Intelligent Reach's Experiments Module had a transformative impact by enabling Accent Group to test and optimise its product listings across various online platforms. This module allowed the team to experiment with different titles, product type, and other attributes to determine what resonated most with their audience. The results included improved traffic, click-through rates, higher conversions, and more effective use of advertising budgets. By providing data-driven insights, the module empowered Accent Group to refine its strategies and maximise return on investment.



Data Connector

The Data Connector Module benefited Accent Group by providing centralised access to performance data at the product level within the Intelligent Reach platform. This allowed the team to gain deep insights into which products were driving visibility, conversions, and revenue. By integrating this data, Accent Group could quickly pinpoint successful strategies and identify areas for improvement without switching between tools, saving time and boosting efficiency. This data-driven approach helped the company optimise marketing campaigns and enhance overall ecommerce performance.

Next Steps

The IR team regularly audits feeds to address issues, uncover opportunities, and offer actionable recommendations. Looking ahead, there's significant potential for growth, including exploring marketplaces and leveraging local inventory ads (LIA) for the Hype DC brand—a feature developed in collaboration with Google.

Interested in getting started? Reach out today!

Schedule a demo to see how Intelligent Reach can help your ecommerce site and receive a free site audit.

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