



CASE STUDY

MATHON

18% sales influenced by Sensefuel recommendations.

 Sensefuel



Market segment

Specialty goods

The company

For over 30 years, Mathon has been supporting cooking enthusiasts, both individuals and professionals, with an expert selection of utensils, equipment, and small appliances. Initially specializing in mail order sales, the brand established itself in e-commerce before becoming a major marketplace.

Today, Mathon offers more than 40,000 products from over 100 major brands, as well as its own line of products. Online, Mathon makes two promises: quality equipment and a premium shopping experience.

The project

From the moment they met at a trade show in March 2023, Mathon's senior management and IT department recognized Sensefuel as a promising partner. Despite a major technical migration project (Magento to Mirakl/Shopify), which required all of their resources, Mathon did not lose sight of Sensefuel.

After Target 2 Sell announced the end of its business, recommendations became a strategic priority for Mathon. Mathon turned to Sensefuel for a reliable, flexible, and sustainable recommendation engine.

Key factors

100

major brands
available on the
Mathon marketplace.

+ 40 000

products
offered.

20%

of revenue generated
by internal search.

18%

of sales influenced by
Sensefuel recommendations.

+10%

average basket size
on sales resulting
from recommendations.

A control console for search and recommendation

Mathon is rolling out the recommendation directly on its website, without a test phase, demonstrating its confidence in Sensefuel.

Business teams find the flexibility of AI, which combines automation and manual management, particularly appealing. This gives them the freedom to manage certain exceptions and refine the rules. To guarantee optimal flow quality, Mathon relies on middleware designed by the Colorz agency. This component provides agility and enables the extraction of flows essential for an optimal experience.

Building on these early successes, Mathon

has decided to extend the collaboration to its internal search, aiming to replace a long-standing market player that no longer fully met its business requirements.

Performance that confirms Mathon's strategy

Thanks to Sensefuel's solution, search and recommendation adapt in real time to customers' shopping journeys, history, and cart.

These powerful levers directly impact Mathon's e-commerce performance: search now accounts for 20% of revenue, while 18% of sales are influenced by recommendations, generating an average basket that is 10% higher.



Sensefuel provides brands and retailers with an ecommerce search and product discovery platform that leverages the full power of next-generation AI. In doing so, Sensefuel enables personally relevant and engaging shopper experiences that drives conversion and loyalty.