

Customer Story

Ecommerce

Fashion

How a strong SEO foundation powers a 30-50% lift in clicks, and its move into Agentic Commerce



1 Challenge

Organic search is a core acquisition channel for Vestiaire Collective, the global leader in pre-loved luxury. But the channel itself is shifting under its feet. In 2025, impressions kept climbing even as clicks slipped, a widening gap driven less by fewer searches and more by AI Mode and AI Overviews pulling attention (and clicks) higher up the results page.

Search itself is changing shape. Discovery is moving from keywords to conversations, and the SEO signals teams have relied on for years are getting harder to understand.

Vestiaire Collective's catalog only raises the stakes: millions of product pages and SKUs, constantly turning over, each listing unique and one-of-a-kind.

At that scale, infrastructure cost and crawl efficiency stop being technical footnotes and become business risk.

Every wasted server hit adds up fast. Every gap in indexation means part of the catalog becomes invisible. Commission and pricing structures that vary market to market only add friction to how bots see and represent that content. They wanted a partner who could not only surface the issues, but help them act on them at the speed their growth demanded.

The result is a two-sided challenge: keep a technical foundation strong enough to support millions of pages today, while making sure that same foundation is already built for GEO and agentic commerce, because that future isn't on the horizon anymore. It's already here.



"Search is changing faster than most of us expected, and we didn't want to be caught reacting to it. Working with Botify has let us stay strong on the fundamentals"

Thomas Hezard

CPO, Vestiaire Collective

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Solution

Vestiaire Collective and Botify started from a simple conviction: you can't win in AI search and agentic commerce without winning on technical fundamentals first.

The work began with protecting the technical foundation. Managing millions of product pages and SKUs meant keeping servers safe from unnecessary load without sacrificing crawlability.

SpeedWorkers took on that job, pre-rendering and caching pages for both AI and traditional search engines. Over the past year, it delivered 8.76 billion requests while only 1.33 billion were ever fetched directly from Vestiaire Collective's servers, absorbing roughly 7 billion bot requests on the brand's behalf.

From there, the team moved into optimizing at scale without waiting on engineering.



Using PageWorkers, they rolled out Title and Meta Description optimizations across roughly 12 million URLs in bulk, directly from Botify and without a single engineering ticket. Every change was validated through Botify's split testing functionality first, and the results held up test after test: a 30-50% increase in clicks versus the control group.

That same appetite for testing at scale pushed further. When the team wanted to run an H1 optimization test across more than 2 million pages, twice Botify's own recommended cap, they went for it anyway. It worked. For a catalog this size, small pilots simply aren't enough.

The same principle now extends to AI search. This year, SpeedWorkers began serving AI bots like ChatGPT-User directly with the same content-rich, pre-rendered pages it already served traditional search engines, while Botify's Log Analyzer tracks ChatGPT's crawl activity and the resulting site visits. Vestiaire Collective is also using Botify's AI Visibility module to track mentions, citations, sentiment, and share of voice across ChatGPT, Google AI Mode, and Perplexity, and is planning to test Botify's new capabilities for product feed enrichment and AI shopping protocol compliance.

The team has even connected Botify to their own Claude instance through Botify's MCP integration, pulling Botify data straight into their workflow for a live, AI-powered view of performance

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Results

While the wider market saw organic clicks decline, New Era Cap moved decisively in the opposite direction, turning a complex international site into double- and triple-digit growth, with speed and autonomy that traditional workflows simply can't match.

30-50%

increase in clicks from PageWorkers

~7 billion

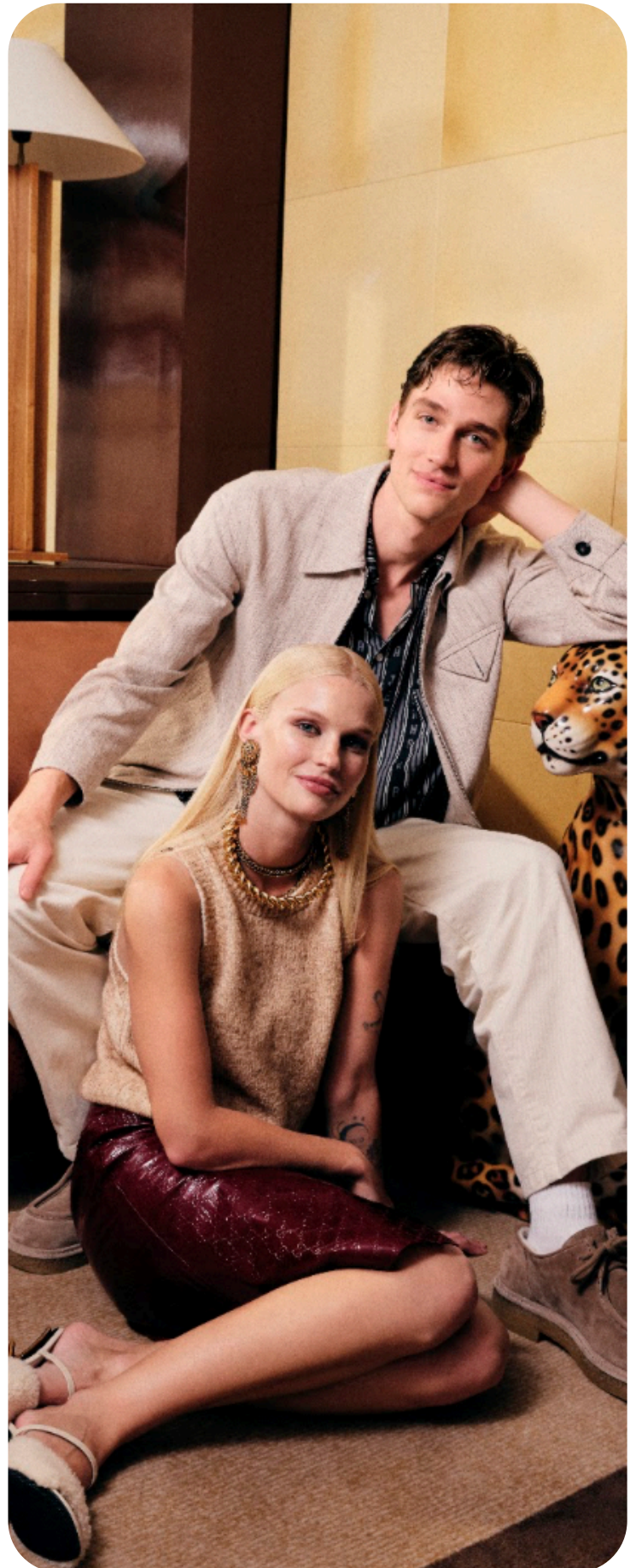
bot requests absorbed by
SpeedWorkers

12 million

URLs bulk-optimized
(without a single engineering ticket)

2M+

page H1 test shipped successfully,
x2 Botify's recommended scale



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What's Next

The next phase builds directly on that groundwork: deeper AI Visibility tracking, new tests on product feed enrichment and AI shopping protocol compliance, and Agentic Catalog moving from planning into testing.

The goal hasn't changed, only the ground it now covers: stay discoverable everywhere, by consumers, search engines, and AI agents alike.



Botify turns AI-driven discovery into measurable revenue growth and helps brands compete in the era of agentic commerce.

→ We'd love to show you how

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