

Customer Story

Fashion

How New Era Cap grew European organic revenue by 178% and got AI-ready

Turning a complex global site into search growth in minutes, not months.



1 Challenge

New Era Cap is one of the most recognizable names in headwear and lifestyle, expanding fast across Europe. That kind of global growth comes with real complexity: two domains, dozens of language and region variations, and the scale that any ambitious international brand has to manage.

That complexity was making it harder for search engines to focus on what mattered. They were spending their budget on duplicates, parameters, and overlapping language-region variations, while the pages that actually drove revenue competed for attention. New Era Cap's team saw the opportunity clearly: clean up the foundations, consolidate their

European presence, and get ahead of a search landscape that's fragmenting fast across traditional engines and AI-driven discovery.

They wanted a partner who could not only surface the issues, but help them act on them at the speed their growth demanded.



"Search is changing fast, and Botify helps us stay ahead of it, from clean foundations today to being visible in AI-driven discovery tomorrow."

Sophie Cheesewright
SEO & Analytics Manager

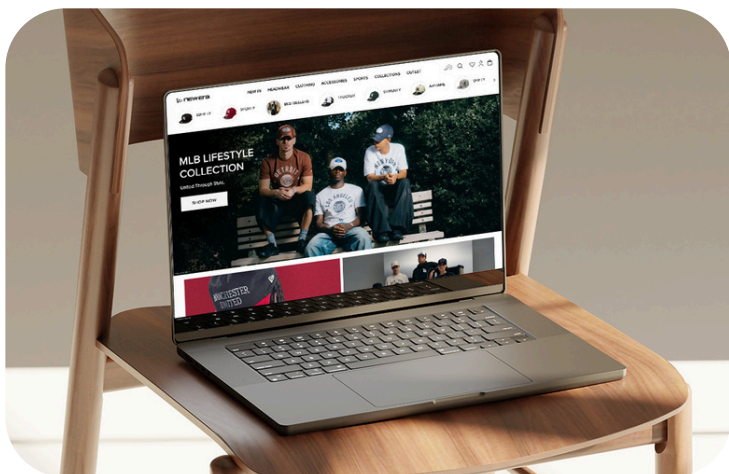
2

Solution

New Era Cap and Botify treated search as one connected system, moving from insight to action to amplification, each stage powered by a specific part of the Botify platform.

Using Botify's SiteCrawler, alongside bot-level insights surfaced through Botify's platform, the team was able to see the full picture of how search engines were actually interacting with the site, pinpointing where crawl budget was being wasted and which high-value pages were being missed, turning a complex site into a prioritized action plan.

Turning search insights into action, impact, and growth.



Rather than waiting on development sprints for every change, New Era Cap used PageWorkers — Botify's no-code optimization engine — to deploy fixes across the site in minutes, resolving redirect chains, reclaiming crawl budget from low-value URLs, and rolling out interim language-region improvements. This ran in parallel with New Era Cap's own developers, who later hardcoded the permanent fixes. Botify let the team see results faster and prove which changes actually worked, before committing dev time to bake them in.

With strong foundations in place, New Era Cap moved onto offense. Through Botify's SmartIndex, the team began pushing content directly to Bing's index to get more of their content seen beyond Google. And with Botify's AI Visibility, they began to track how the brand shows up across AI-driven discovery on platforms like ChatGPT, Google AI Mode, and Perplexity, building a proactive, structured view of the next frontier of commerce.

3

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.

+178%

YoY organic revenue growth
in the EU

+109%

YoY organic revenue growth
in the UK

+46.4%

non-branded clicks in the EU
(against a market benchmark of -10.5%)

-94.5%

in non-indexable URLs since
onboarding

"Botify gave us the clarity to see what was holding our site back — and the tools to act on it ourselves, at scale, in minutes. In a few months we more than doubled our organic revenue in Europe."

Sophie Cheesewright
SEO & Analytics Manager



4 What's Next

New Era Cap and Botify are building on those foundations: deepening AI visibility, scaling content experimentation with PageWorkers and Botify Assist, and preparing for agentic commerce with agent-ready product feeds that ensure the brand's products are found and recommended by both AI agents and human shoppers. On the back of these results, the New Era team is also starting to bring a newly acquired brand onto Botify. The goal is simple: to be found everywhere, by consumers, bots, 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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