

Case Study

Integrated Marketing

EO Products Digital Commerce

<http://eoproducts.com>

Client

Co-founders Susan Griffin-Black and Brad Black decided to name their company EO for the essential oils that were both their first products and the heart and soul of everything they would create. Over the last 20 years EO Products has grown from 1 product to now distributing 100's of all natural non-GMO grade products through wholesale and retail channels across the US.

Challenge

EO Products sought to generate increased revenues through their online, mobile and wholesale channels in order to reach customer and revenue growth projections over the next 3 years. They suspected their existing technical infrastructure would not support that growth. Their existing web presence was built on an open source technology platform which proved difficult to integrate and administer, created bottlenecks in fulfillment and provided limited ability to actively engage existing retail and wholesale customers and market to new ones. It was also difficult to implement tests to optimize conversions based on messaging, imagery and call-to-actions to increase traffic as well as pursue social media opportunities. Additionally, the firm had outgrown its current ERP system and need to migrate to a platform which would support anticipated volume growth. We were given the directive to engineer solutions to address these shortfalls and provide scalable platforms for the future.

Services Rendered

Insights: Analysis & validation | Execution options

Business Model Design

Business process modeling | Solution engineering | Software selection

+9.0% gross revenue
+8.9% conversion rate

CATALYSTS

CLOUD

Setup Amazon Web Services VPN virtual private network, EC2 webserver, RDS database and Cloud Watch services to reduce TCO Total Cost of Ownership, speed deployment, reduce downtime and increase scalability

INTEGRATED MARKETING

Integrated Magento Enterprise Edition (Ecommerce), Netsuite ERP (fulfillment), Google Analytics, Tag Manager and Search Console (performance optimization), and Mail Chimp to produce an end to end marketing, fulfillment and customer service ecosystem that supports email, banner and direct marketing campaigns

PROGRAM MANAGEMENT

A/B testing continuously improved awareness and promotional campaign performance across the integrated marketing platform and support additional website feature rollouts

Development & Integration

Database design/architecture | Data Migration | Server & Client Tier programming | API integration

Program Management

Ongoing development & project management support
Outbound marketing program support

Solution

Our digital business manager conducted a 360 degree review of EO Products future business requirements over the intermediate to long-term. We worked with EO's internal management to create a technology roadmap that would support their business over the next 3 to 5 years. After Hypotheses Modeling was completed we selected software platforms and went about engineering a solution plan for new system implementation, data migration, custom software development and go-live deployment. Our execution team handled all programming and integration across all technology platforms and work-streams.

Results

The actions taken to improve corporate performance yielded measureable results in average transaction amount, number of monthly conversions and reduction in customer service requests and on-time fulfillment. Increases in performance for year-on-year gross revenues - up 9%, year-on-year conversions up by 8.9% and a reduction in transaction-related customer service requests by 40%.

Features

- Customized Magento Enterprise Edition implementation allowing flexible content authoring and product catalog management
- Netsuite ERP implementation and data migration
- Celigo connector (Netsuite/Magento) integration
- Custom reporting dashboards via Google Analytics

UI/UX screenshots – see below

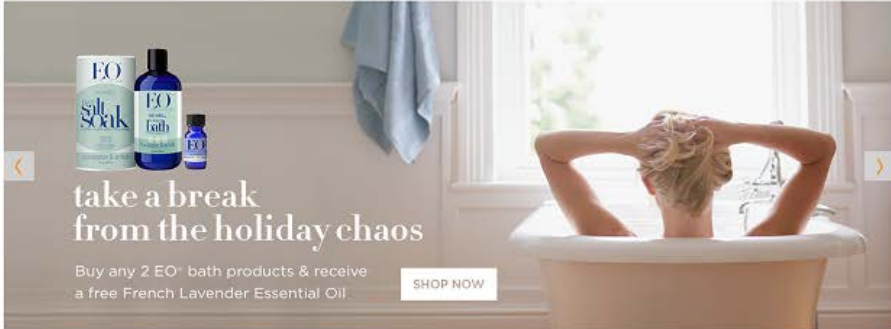
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7 Reviews

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