



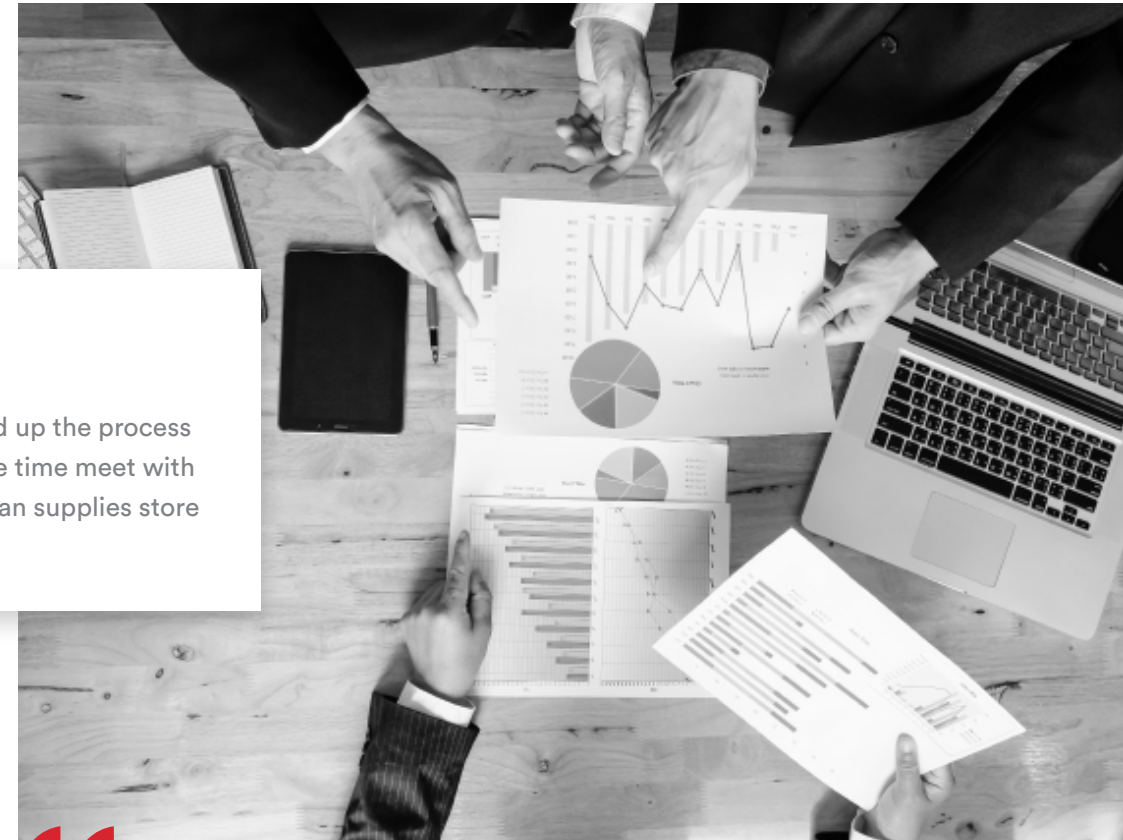
MAXIMIZING ECOMMERCE REVENUE THROUGH WEBSHOP OPTIMIZATION

ABOUT PROJECT

Ireland's leading Digital Agency partnered with us in order to speed up the process of eCommerce website migration and optimization and at the same time meet with the tight deadline given by their client – one of the largest equestrian supplies store in Ireland.

THE REQUIREMENT

- Migration of web shop from custom CMS to Magento platform.
- Integration of CashFlows' Payment gateway
- Data migration from old store to new store.
- Integration of Exchequer - financial management & accounting solution.



“ We enabled Ireland's Leading Equestrian Shop to maximize sales & revenue and reduce cart abandonment through eCommerce website optimization. ”

MAXIMIZING ECOMMERCE REVENUE THROUGH WEBSITE OPTIMIZATION

Industry
eCommerce

Technology
Magento 2.X



KEY FEATURES

- Development of a Magento webshop on a pre-designed theme.
- Release in iteration based on browser priority.
- Migrated data by uploading the CSV file received from client.
- Streamlined checkout process to improve customer experience.
- Integration of social media channels on the eCommerce site.
- A very short timeline for completion of the webshop as it was scheduled for a launch in an upcoming event.



THE BENEFITS



Improvement in site performance and scalability



Reduction in cart abandonment



Enhanced shopping experience & customer engagement



Increase in conversion rates, boosting sales and revenue



Mobile optimization ensured seamless UX across devices.



HELIOS
SOLUTIONS