

CASE STUDY /

Robert Graham

robertgraham.com
SERVICES

ECOMMERCE | CREATIVE & UI DESIGN | WEB DEVELOPMENT | INTEGRATION

CHALLENGE

The luxury designer of clothing for men and women wanted to upgrade its eCommerce site to improve their customer experience, site performance and migrate to a more flexible, self-managed platform. The responsive site would also compliment the marketing campaign for its new fragrance line.

"Your team has been amazing throughout this entire process... extremely patient and very responsive regarding all of our needs. We really appreciate their hard work...The site looks amazing!"

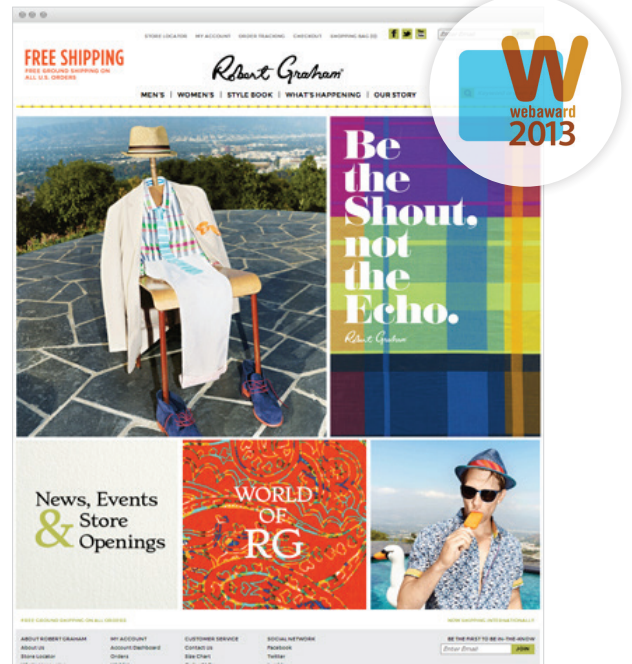
- TAMMY ROSSELLI
ECOMMERCE MANAGER,
ROBERT GRAHAM

SOLUTION

Guidance delivered a Magento Enterprise website that provided more merchandising opportunities for Robert Graham. The website includes a revamped home page with bold imagery and a large, easily accessible search area; and, a PDP that incorporates color swatches linked to available quantities, and YMAL upsell opportunities.

The site now also includes an upgraded "Shop the Look" Style Book with a more intuitive interface that provides streamlined browsing and the ability to view and buy the latest 'looks', directly from the featured page.

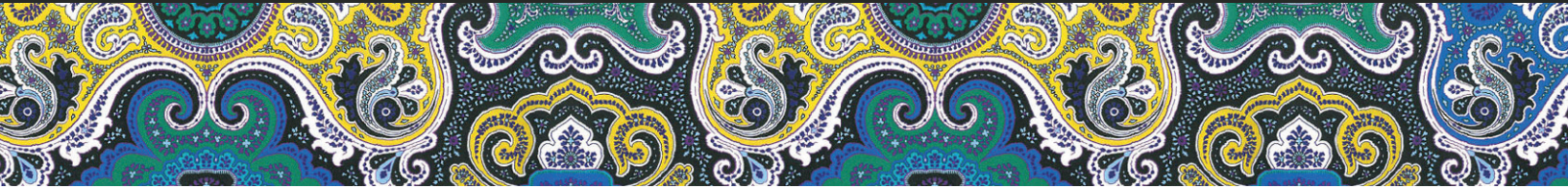
Robert Graham's user experience was also improved by streamlining the navigation, and providing an optimized checkout with PayPal capabilities for customers.



Home Page



Category Page



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INNOVATION

- Customer loyalty is rewarded through the Collector's Club. Users can register to have their purchases tracked. When a user purchases 100 items, he is welcomed to the Club with merchandise and other bonus offers.
- Desktop conversion rates jumped in 2015 by 27%, as compared to the same time period in 2014.
- Transactions increased by 4% and AOV increased by 2.5% in 2015.



Home Page



Category Page