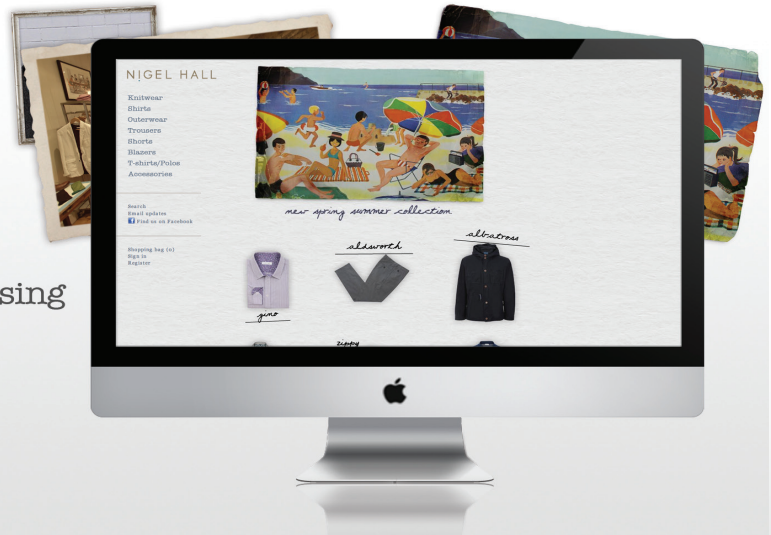


eCommerce Store

We helped Nigel Hall Menswear make the step to online without losing the freshness and individuality of its stores.

NIGEL HALL



150%
year-on-year
increase in
transaction

Services utilized

- ENRICH ECOMMERCE
- WEB HOSTING
- CREATIVE DESIGN
- TECHNICAL DEVELOPMENT
- BRANDING
- PAID SEARCH
- SEARCH ENGINE OPTIMIZATION
- PHOTOGRAPHY
- CUSTOMER SERVICES

What did they need?

Nigel Hall wanted to grow the brand within the UK and attract international customers. Our challenge was to develop an online trading platform to take the brand to a wider online audience, without diluting the sense of ownership felt by the company's loyal customers.

What was our answer?

We built a site that made the online shopping experience as easy and enjoyable as instore. This site conveyed the up-to-the-minute styling, clean lines, soft fabrics and sharp tailoring that the brand stands for, with a nod towards the neatness and the self-confidence of the '50s and '60s.

How did we get there?

Using our enrich® platform drivebusiness gave Nigel Hall an instant entrée into online retailing. It manages everything, including the company's stock and merchandising. Long-term, it provides a robust and effortlessly scalable platform, on which to grow the business worldwide.

Our photographers and visual merchandisers shot all the products. We also added tell-a-friend functionality, international shipping options and a store locator.

The drivebusiness online retail team provide full support for the site, including marketing, customer service, photography and merchandising.

What were the results?

Year on year visit increase of 141.54%

150% increase in transactions year on year

Increase in PPC driving traffic by 729%

729%
increase in site
traffic driven
by PPC