

ECOMMERCE STORE

Gant's first ever UK store incorporated the brand's style and values into a smooth customer experience.

GANT



Long-term marketing strategy increased revenue by

453%

Services utilized

- ENRICH ECOMMERCE
- WEB HOSTING
- CREATIVE DESIGN
- TECHNICAL DEVELOPMENT
- BRANDING
- PAID SEARCH
- SEARCH ENGINE OPTIMIZATION
- PHOTOGRAPHY
- EMAIL MARKETING

What did they need?

Gant tasked drivebusiness with developing an intuitive eCommerce store that would integrate with their stock and warehouse systems, whilst expressing their blend of East Coast refinement and European flair.

What was our answer?

drivebusiness took the brand identity and retail experience online and devised a marketing strategy to deliver highly targeted traffic to the site.

How did we get there?

The coolly seductive site shows consumers the brand ethos in an instant. A campaign lookbook shows each collection as a unified concept. Eager buyers can refine their search by gender and price.

The enrich platform integrates with Gant's Columbus stock systems, SagePay, and UPS logistics, whilst managing category and merchandising through the product carousel. drivebusiness undertook all photography and image optimisation, while our in-house customer service team provide failsafe back-up at peak times.

To drive traffic, enrich manages a monthly email marketing campaign, promotions and on-site banners with full text and SEO visibility. The deployment gave the site a head start from day one through SEO-friendly URLs and links. Other activity includes an affiliate programme and tightly focused PPC and SEO.

What were the results?

The site launched in August 2009 and, by November 2009, traffic to the site increased by 150%.

Delivering highly targeted traffic has increased conversion rate by 132% and overall revenue by 453%.

Other channels continue to grow ahead of expectation.

Conversion rates increased

132%
since launch