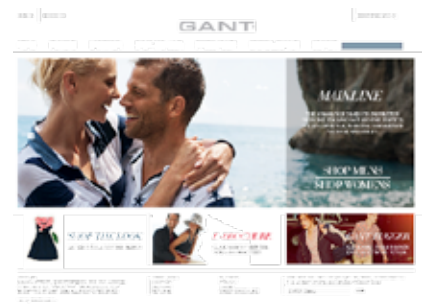


drivebusiness
together we can...



- eCommerce**
- Web hosting**
- Online marketing**
- Instore kiosks**
- Photography & video**
- Creative designs**
- Digital planning & strategy**
- Branding**
- Technical development**
- Business Analysis**
- CRM & data mining**
- Intranets**
- eFulfilment & logistics**
- Customer services**
- eTicketing**

01 Welcome

We are one of the UK's premier eCommerce development companies delivering innovative online retail stores and brand experiences for worldwide clients and top brand names including AllSaints, Reiss and Gant.

As an enthusiastic and highly experienced team of professionals, we make it our priority to live and breathe our clients' business, creating tangible results such as increased profitability and an impressive return on investment.

Our passion for creating, building and developing an online presence means we can achieve outstanding measurable results for our clients whether they are a new business start-up or multinational organisation.

Our clients

ALLSAINTS SPITALFIELDS

GANT

REISS

Bench.

KELLY BROOK

Ed + Jess

DUCHAMP
LONDON

mama-la-mode

GioGio[™]

DEVIDOLL
LONDON

ABAHNA[™]
The Ceremony of Bathing

teapigs.

SIMPLY

FRENCH CONNECTION

schoolblazer

NIGEL HALL

Waitrose

What we do to maximise results

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01 Daily

Customer service contact centre
Retail eCommerce Management encompassing:
– Merchandising & product management
– Promotional Calendar & marketing plan for full trading year
Management of abandoned orders
KPI reporting
Liaison with retail stores
Product description updates/management
Search marketing management (e.g. Google AdWords, SEO)
Email customer management
Returns management

02 Weekly

Weekly Trade Meeting
Affiliate marketing management
Email design, build and distribution*
Product merchandising

**some third party broadcasting fees may apply*

03 Monthly

Management of photography (product preparation, dressing and styling)
SS & AW product photography
Product launches
Campaign development
Management reports
Competitor analysis
Site & Trend Audit

04 Seasonal

SS & AW creative refresh
New functionality and enhancements
Pre-launch marketing
Product merchandising
Pre-sale planning
New season photography & styling
Sales forecasting

Our clients results

Bench Site conversion up 200%, Sales increase of 65% in last six months

AllSaints Consistently top performing store in group, with over 650% ROI

Reiss Our end-to-end Enrich solution driving 112% like for-like growth

Duchamp Investment returned in 3 months, with email marketing driving 25% revenue increase

mama-la-mode 136% increase in online sales since launch. 895% month on month increase in revenue from SEO



This is the eCommerce site to which other retailers aspire. It's been live since late 2006, and growing continuously ever since. All along, it's been the brand's top performer. And yet there's still plenty of opportunity for development.

www.allsaints.com

Ambition Originally AllSaints asked us to create a brand site and eCommerce store that was as inspired as the clothing. We did that, and continued to support the brand in the UK. The next stage is to develop a global brand with multicurrency transactions and multinational marketing and distribution.

Action AllSaints Spitalfields is design-led fashion at its most enticing. The brand's downbeat urban look oozes desirability; the presentation is just about as fresh and self-confident as it gets. Navigation is pure and uncluttered; the business of shopping is free from distractions. Helpful on-page drop-downs show what's in your basket, while a dynamic one-click search takes you straight to the products you want. A few key pieces are presented with a neat 360 degree revolving tool.

Recent work includes dynamic search with drop-down thumbnails that take visitors to a product in a single click. Same-day local deliveries almost double average order values; success depends on up-to-the-second stock feeds from stores. Customised product pages highlight key pieces within the collection without detracting from the overall theme. Preordering lets customers purchase before products come into stock. A drop-down mini basket improves usability and conversion rates.

drivebusiness support the site with weekly mailers, PPC and the continuous development of the customer journey.

Impact 500% ROI from key stages of development
 The brand's top performing store since launch
 328% year-on-year growth
 Average spend has doubled since launch
 220% increase in warehouse efficiency
 PPC ROI 67:1
 70% increase in customer database from targeted marketing
 Visitor numbers doubled following post-winter 2008/09

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