

eCommerce and Branding

drivebusiness created a series of destination sites to strengthen the brand's online identity.

Bench.



105%
increase in
conversion rate
during Q1 2010

What did they need?

Bench saw our work elsewhere – and loved it. So they came to us for a fully integrated eCommerce store and brand site that would capture their ethos and inspire their fans.

What was our answer?

drivebusiness offered Bench a full bespoke end-to-end service with a content and media-rich client experience, starting with a powerful, on-brand eCommerce site with a unique B2C feature set.

Services utilized

- ENRICH ECOMMERCE
- WEB HOSTING
- BUSINESS ANALYSIS
- CREATIVE DESIGN
- TECHNICAL DEVELOPMENT
- PAID SEARCH
- SEARCH ENGINE OPTIMIZATION
- EMAIL MARKETING
- PHOTOGRAPHY
- CUSTOMER SERVICE

How did we get there?

The service provided by drivebusiness included photography, merchandising, and customer service support. A wishlist feature and plenty of interactivity encourages repeat visits and shared viewing. Merchandising and cross-selling are strong. Technology includes interactive exchanges/returns, fraud-screening, and full integration with Sage Pay and Navision stock control for Bench's UK and German operations.

Once-a-week mailers featuring competitions, promotions, and products maintain a steady flow of customer interest. Additional traffic comes via skinned Facebook and Bebo pages, banner ads, on-page SEO, and blogs stuffed with promo codes. drivebusiness manages the affiliate marketing programme, signing up new accounts, promoting the products, and reconciling sales and commissions.

What were the results?

70% of the site's activity is delivered by drivebusiness marketing activity, with an 80% revenue increase from PPC. Online marketing has also contributed to a 105% increase in site conversion, and an 84% increase in direct traffic.

70%
of site activity
delivered by
drivebusiness
marketing

Developing Wholesale and B2B

A complete online wholesale service that's growing Bench's key international business markets.

Bench.



B2B site with B2C style & functionality

What did they need?

Bench needed to take their wholesale offer online with a member's account-managed eCommerce site catering to their key international markets. The ultimate aim was to maximise sales to business customers by providing a convenient, easy-to-use platform for placing orders online.

What was our answer?

drivebusiness took the Bench e-commerce site and optimised it to suit their B2B needs, with a feature set designed to appeal to their international wholesale clients while still retaining the inimitable Bench style.

Services utilized

- ENRICH ECOMMERCE
- WEB HOSTING
- BUSINESS ANALYSIS
- CREATIVE DESIGN
- TECHNICAL DEVELOPMENT
- PHOTOGRAPHY
- TRANSLATION SERVICES

How did we get there?

Our developers took the on-brand site design we created for the Bench's B2C eCommerce site and adapted it to suit their B2B needs, with four language versions (English, French, German, Spanish) to serve their various international markets.

As on the B2C site, users are able to browse by gender and category, with the added benefit of being able to browse by season.

Important information is provided for each individual item alongside detailed product photography. Users are able to specify the required quantity against multiple sizes, and if less than 50 units of a particular size are available, the stock quantity is displayed.

What were the results?

The Spanish and French sites launched early October.

The initial response was positive, with 200 visits within the first month, and 66% of these visiting more than once.

Multilingual site serving international wholesale clients