

US ECOMMERCE PLATFORM

We worked with Ted to create an on-brand eCommerce store specifically tailored to the lucrative American markets.



An authentic brand experience, from first click to checkout

What did they need?

Ted Baker sought our help to support their move into the American markets, by building an eCommerce store specifically for a US audience, to launch alongside store openings in New York and Chicago. Their strong identity needed to be reinforced with an on-brand, engaging customer journey.

What was our answer?

Keeping the unique Ted personality, we moved the site onto a new home on our enrich® platform, with a number of country specific adaptations to improve the site's performance and make it ready for the big US push.

Services utilized

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

How did we get there?

To maintain Ted's online identity, we moved their already-established UK site design onto enrich® and implemented a number of country-specific adaptations to make it suitable for the US.

Amongst these were integrations with Sabrix, which calculates US Sales Tax, and the payment gateway CyberSource, in addition to fraud screening and postcode look-up developments. What's more, the use of GeoIP location technology ensured

that US users would automatically be directed to the US site.

What were the results?

After launch the site saw a month-on-month conversion rate increase of 135%.

The proportion of total site traffic accounted for by organic search results increased by 25% over the same period, pointing to growing popularity of the brand supported by a successful SEO campaign.

"The team at drivebusiness know their stuff, and we look forward to developing our relationship with them over the coming years"

Eve Henrikson, Head of eCommerce at ted Baker