



There's no room for error when you're launching a new brand online from a standing start. You have to draw in the crowds from day one. But mama-la-mode was a great idea, made even more desirable by drivebusiness's sure touch.

Ambition mama-la-mode is a fresh and confident take on maternity wear: great designers, up-to-the-minute styles, practical fitting guides, and 360 degree see-your-bump-from-every-angle product shots.

Turning the concept into a distinctive brand and a profit-making reality was the challenge for drivebusiness. And fast too, because an internet start-up doesn't generate a penny in income until the site goes live and visitors flock to the checkout.

Action The look of mama-la-mode is simple and direct. The clothes are elegant, the mood is upbeat, the experience is life-affirming. A first-time visitor can tell that this is the online store they've been searching for. Special features include wishlists, a style guide and 360 degree product shots that show how the clothes complement the curves of a mother-to-be.

Enrich[®] gives mama-la-mode staff full control over merchandising, while drivebusiness looks after the home page and overall site design. Enrich[®] takes stock, product categories, and prices from mama-la-mode's OrderActive stock control system; it integrates with Commidea funds processing and converts prices to Euros and Dollars. Other aspects controlled by Enrich[®] include the wishlists, look-book, tell-a-friend functionality, and online gift vouchers.

The site went live in late 2007 with PPC by drivebusiness and multiple product feeds for use by affiliate marketing networks. After a successful launch period in which drivebusiness managed email and banner campaigns, mama-la-mode took over their own marketing, we continue to support them in this area.

Impact From concept to trading in less than 3 months
Initial investment returned in sales in 9 weeks
634% ROI from PPC; PPC lifts sales by 49%
Sales continue to grow; Q1 2009 30% up on Q1 2008