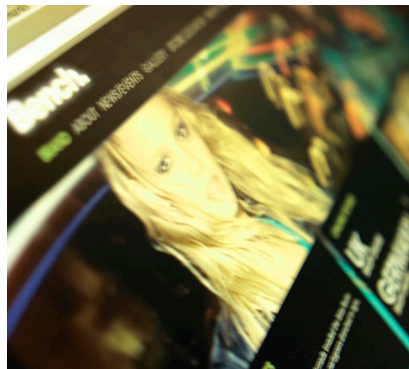


**drivebusiness**  
together we can...



- International online stores**
- Digital planning & strategy**
- Business analysis**
- Branding**
- Creative design**
- Technical development**
- Online marketing & PR**
- CRM & data mining**
- Intranets**
- eFulfillment & logistics**
- Web hosting**
- Photography & video services**
- Customer contact centre**
- Mobile applications & 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

*Lord + Jesus*

**DUCHAMP**  
LONDON

mama-la-mode

DEVIDOLL  
LONDON

ABAHNA™  
The Ceremony of Bathing

**GioGioi**™

**teapigs.**

SIMPLY

**HOOCH**

NIGEL HALL

West Coast Capital



organik rocka®

USC



# What we do to maximise results

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 multi-national organisation.

## 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.**

**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**

**GLASGOW**

Marathon House  
Olympic Business Park,  
Drybridge Road  
Dundonald,  
Ayrshire, KA2 9AE

+44 (0) 1563 852 555  
glasgow@drivebusiness.com

**LONDON**

The Copperworks  
17 Railway Street  
Regent Quarter  
Kings Cross  
London, N1 9HE

+44 (0) 207 837 2500  
london@drivebusiness.com

**LOS ANGELES**

5757 Wilshire Blvd,  
Suite 568,  
Los Angeles,  
CA90036

+001 323 549 9166  
la@drivebusiness.com

together we can...