

Raw Living increases turnover by 47%, sales via tablets up by 76%.

About

Company:
Raw Living Ltd

Industry:
Health Food

Type:
Raw Food Retail & Wholesale



Goals

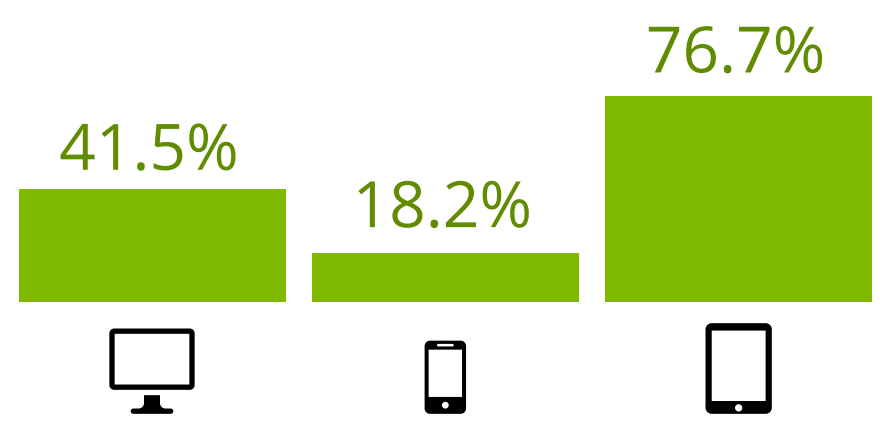
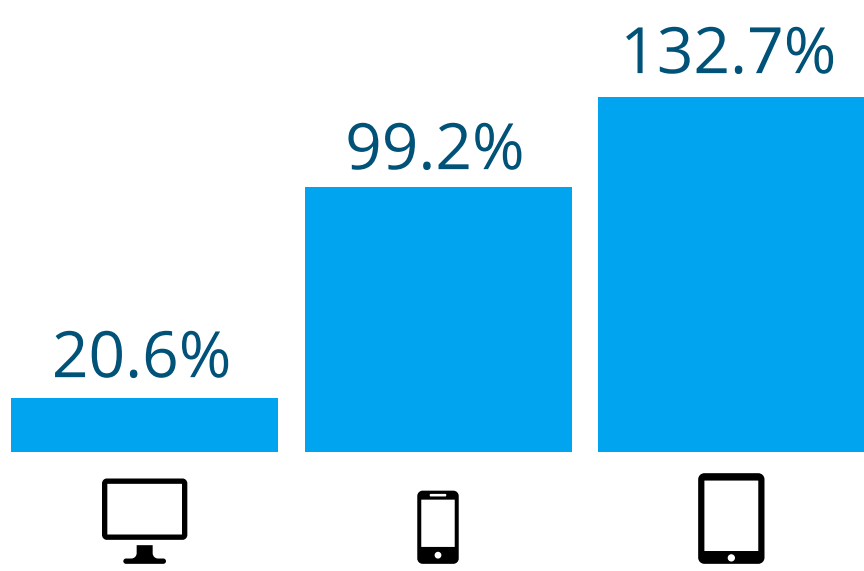
Raw Living engaged Eko UK to rebuild their e-commerce retail and wholesale website. The goals included creating a professional, SEO optimised store and providing new advanced features to aid wholesale sales, improve customer retention and sales data visibility. With the steady rise of mobile and tablet devices the site also needed to be developed to work on iPads, iPhones and Androids.

Approach

- Development of wireframes to define user journeys and plan conversion paths / funnels
- Art direction to apply branding to the wireframes while ensuring clear user experience
- Extended development based upon the Magento ecommerce framework
- Setup of analytics funnels and monitoring to track ecommerce conversions, spend etc

Results

Year on Year increases 2012 - 2013



VISITORS
(Increase between 2012 - 2013)

REVENUE
(Increase between 2012 - 2013)

"A fantastic job, the new website looks very smart and is exactly what we wanted. I know we don't know half of what you've done. What we do know is that the result is a very professional, user friendly, intuitive site that customers are loving."

Chris Wood | Managing Director

Next Steps

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