

# KT Tape

A MAGENTO CASE STUDY





## ABOUT KT TAPE

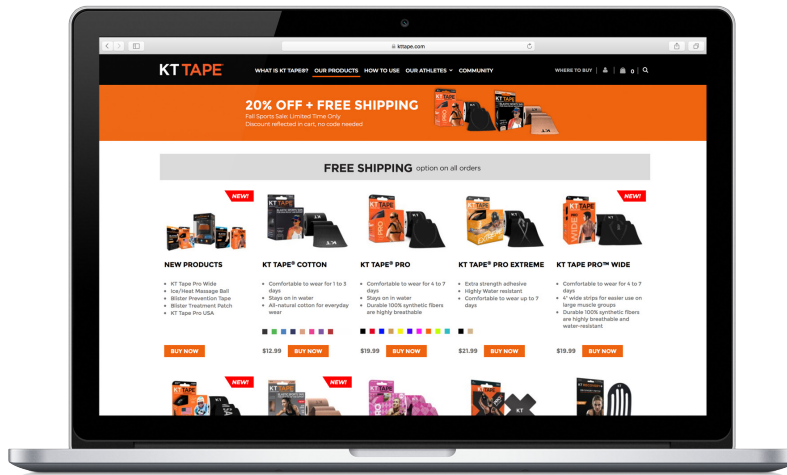


KT Tape is a brand of kinesiology tape under the umbrella of KT Health, a Utah-based company that designs, develops, and distributes sports medicine products. These products keep athletes healthy, empowering all to play with confidence and reach their peak performance. KT Health products are distributed worldwide to individuals, medical professionals, and teams through major retailers, specialty sports stores, and medical and team distributors.

KT Tape is arguably the most recognizable brand of kinesiology tape and is KT Health's featured product line. KT Health is focused on innovation, quality, and customer service.



## THE BUSINESS CHALLENGE



KT Tape’s goal for their site was primarily to continue to build brand recognition. They were doing this through a number of different marketing methods: they had a blog, a community forum, and their eCommerce site. The main issue here was that each of those platforms was on a different software. Their blog was hosted on WordPress, their forum was phpBB, and their eCommerce site was on Magento.

Not only was it difficult to manage these disparate systems, but the piecemeal approach was causing a disjointed user experience. Specifically, each of those platforms had their own account sign in. So, if a user wanted to order something off of the KT Tape site, that required one login; if they wanted to participate in the discussions on the community forum, that required a different login; and if they wanted to comment on the blog, that required yet another login.

Aside from those issues, the existing site’s performance was not as dependable as it needed to be, and the site needed an overall refreshed look and feel. In order to update their site, make it more dependable, and combine all of their disparate platforms onto one software, KT Tape wanted to upgrade their site to Magento 2.



## WHY MAGENTO

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KT Tape was already running their site on Magento 1 and liked working on that platform. They wanted to upgrade their site and moving to Magento 2 allowed them to continue working with a technology they trusted while also merging all of their platforms onto one instance.

## THE BRITESKIES SOLUTION

Our team was brought onto the project through a partner that was already working with KT Tape to make some changes to their site. When it was determined that they needed to do a full software upgrade, they brought in our experienced and Magento certified team.

Because we were brought in mid-project, our scope was relatively small. Our team's job was to create the new website, design and implement the front end user experience, and integrate to Quickbooks for ordering and shipment updates. It was decided to upgrade KT Tape from Magento 1 to Magento Enterprise 2.1, which would allow them to modernize the look and feel of their site as well as consolidate their disparate platforms.

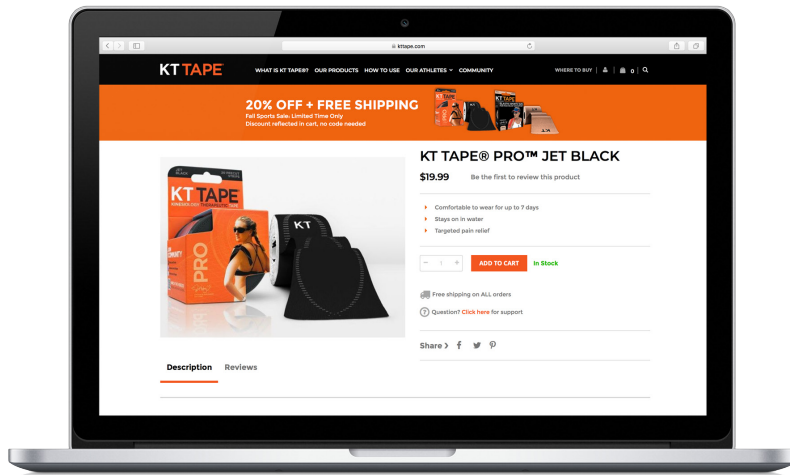


Typically, our team follows the same methodology for every Magento upgrade project. However, because we were brought onto this project after it had already begun and because KT Tape's main goal was to get an updated site as quickly as possible, we had to gather information as best we could without going through a traditional project lifecycle. We focused primarily on the Develop and Deploy Phase of our traditional Magento upgrade lifecycle.

## Develop and Deploy Phase

In this combined phase, the site is created, tested, and made ready for the outside world, and then goes live. The client has the chance to conduct final User Acceptance Testing and start training on their new site.

In the case of this project, our team focused on loading the data and developing the site, while KT Tape and the marketing agency created content for the site and focused on marketing efforts.



## THE RESULTS

Because KT Tape is a manufacturer, their goals are different than those of a straightforward eCommerce site. While they of course welcome sales on their site, they are primarily trying to drive awareness of their brand. They want their site to give their customers the ability to buy products, but to also be used as a resource for the community.

Since moving to Magento 2, KT Tape has seen:

24% decrease in bounce rate

42% increase in pages per session

12% increase in page views

14% increase in conversions  
(categorized as purchases and newsletter sign ups)



## ABOUT BRITESKIES

Briteskies works with merchants to seamlessly develop eCommerce solutions for B2B or B2C sites. If you are looking to implement a new eCommerce environment, upgrade your current eCommerce site, or need to integrate with your back office systems, our certified consultants have the functional and technical expertise to assist you in achieving your business goals.

We are proud to be a Magento Professional Partner, an IBM Advanced Business Partner, and an Oracle Gold Partner. Our talented team consists of certified developers in Magento, JD Edwards, and WebSphere Commerce, as well as IBM i Application Specialists.

## CONTACT BRITESKIES

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