



CASE STUDY /

Craft1933

craft1933.onehopewine.com

SERVICES

 ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
 CREATIVE & UI DESIGN | INTEGRATION | HOSTING & MANAGED SERVICES

"In my many years working with outside commerce web design & development firms, Guidance's professionalism and execution is second to none. I trust my online business to Guidance."

 - JAKE KLOBERDANZ
 CEO,
 ONEHOPE WINE

CHALLENGE

The members-only, boutique and premium wine marketplace that donates a portion of purchases to non-profits, wanted to establish an online storefront that would scale with them.

In addition, a highly complex product-shipping engine was required to meet compliance laws.

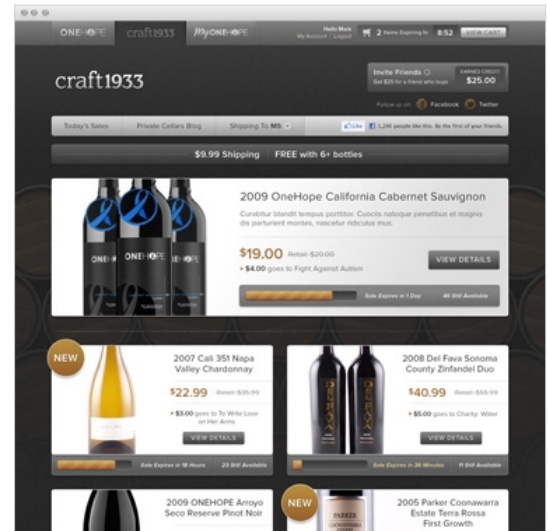
SOLUTION

Guidance recommended the Magento Enterprise platform and deployed a subscription-based site featured flash sales.

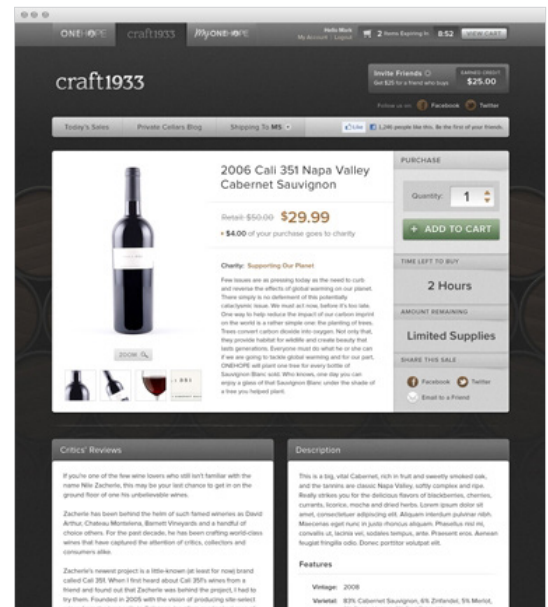
To support merchandising and incite conversion, Guidance delivered a site with feature-rich product detail pages including a description, multiple products images with image zoom; sharing capabilities to encourage viral marketing; and "Time Left to Buy",

"Amount Remaining" and "Pairs Well With" information.

Guidance integrated Magento with Post Affiliate Pro (affiliate order tracking), Amazon Cloud Hosting, ExactTarget (email marketing), Wordpress (blog software), Twitter and Facebook. To address the intricate shipping restrictions per state, Guidance also integrated ShipCompliant (fulfillment) to enable real-time compliance checks, auto-populate state shipping and tax reports.



Home Page



Product Detail Page



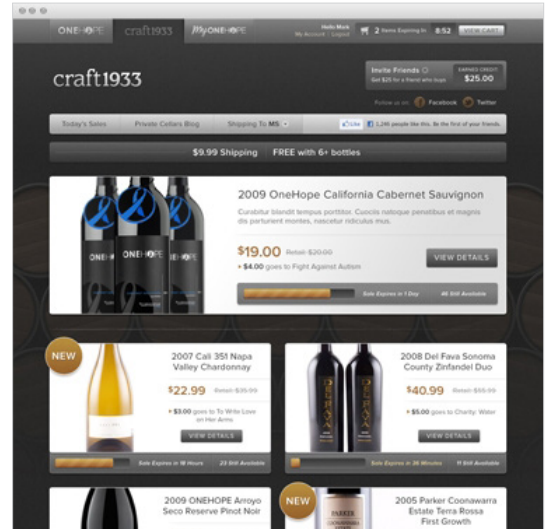
CASE STUDY /

Craft1933

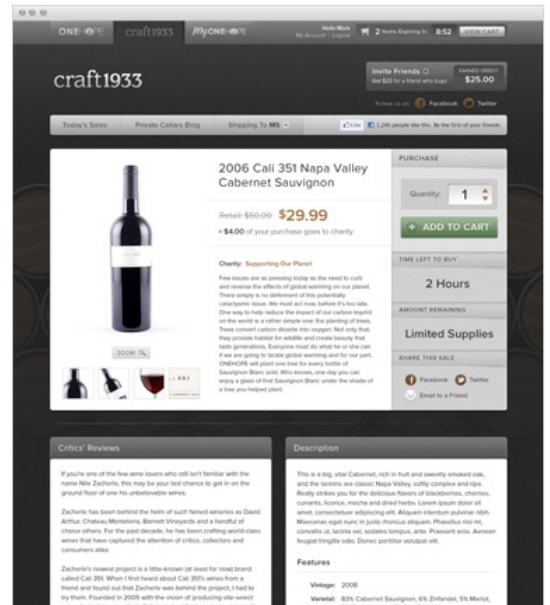
craft1933.onehopewine.com

INNOVATION

- Users can invite friends through email, Facebook, Twitter or blog to subscribe to the site; when their friend joins and places their first order, the user receives a \$25 credit.



Home Page



Product Detail Page