



CASE STUDY /

Hope At Home

hopeathome.com
SERVICES

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

CHALLENGE

Today's leading cause-centric eCommerce company recently launched their offline private wine tasting program (Hope at Home) that offers individuals the opportunity to fundraise and spread awareness for a cause of their choice. Subsequently, ONEHOPE

pushed the brand online offering sales reps the ability to place orders for in-home tastings along with a complex product-shipping engine.

"Just want to stress what an amazing job you've done with all of these designs. You have nailed our vision."

- HALEY HARRIS
 CO-FOUNDER & DIRECTOR,
 HOPE AT HOME

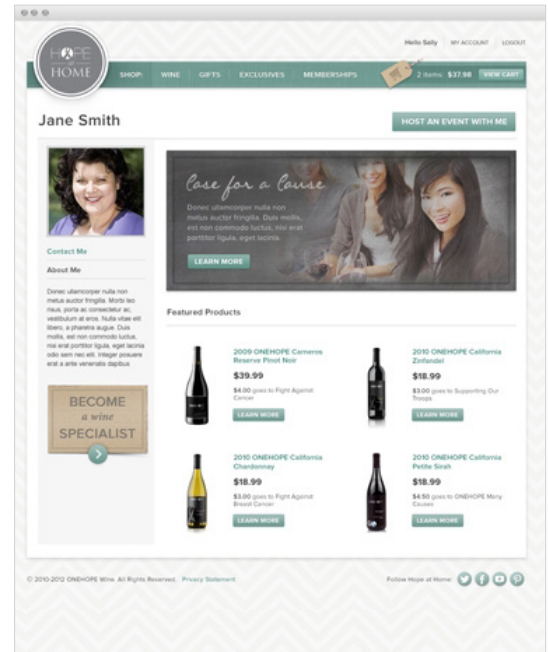
SOLUTION

Guidance delivered a Drupal CMS and Magento Enterprise solution. The site enables Hope at Home to recruit wine event specialists and supports storefronts for each of those specialists.

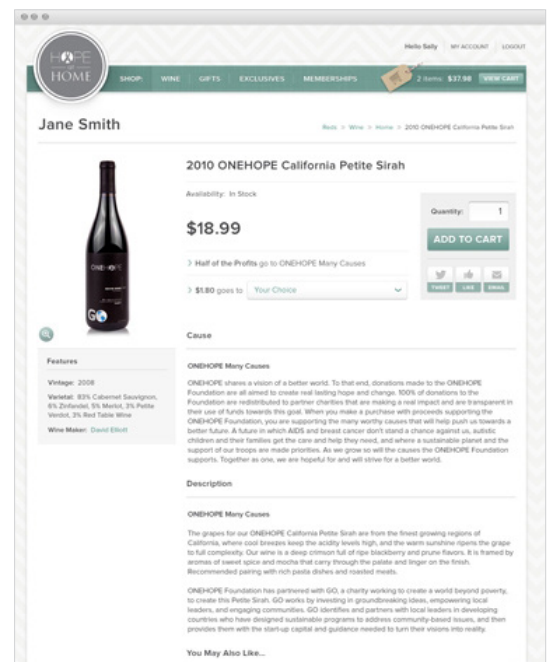
The informative site provides background information on the program, becoming a wine specialist and hosting a wine-tasting fundraiser at home.

For the wine specialist pages, Guidance deployed feature-rich product detail page including a description, image zoom, sharing capabilities to encourage viral marketing, and "You May Also Like" information.

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



Home Page



Product Detail Page

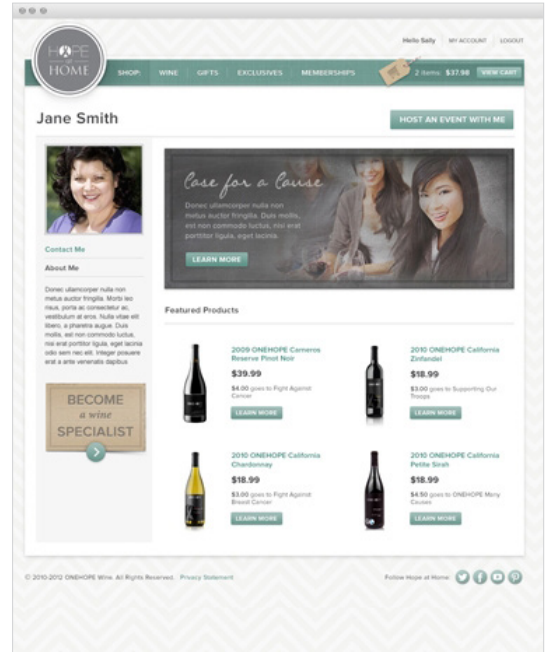


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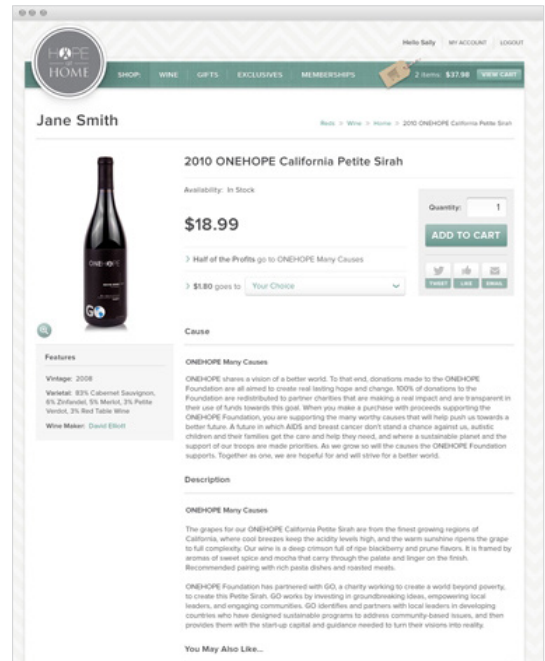
Hope At Home

hopeathome.com
INNOVATION

- Each Hope at Home wine event specialist can sell wine directly from their very own branded landing page.
- Customers are able to purchase directly from their event specialists' branded pages, with commissions automatically calculated and attributed to each specialist and their manager.



Home Page



Product Detail Page