

## CASE STUDY /

# Kraco

[kraco.com](http://kraco.com)

## SERVICES

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

## CHALLENGE

The leading manufacturer and distributor of aftermarket automotive floor mats and accessories, required an updated website that provided a user-friendly, branded online shopping experience on a modern eCommerce platform with powerful merchandising tools.

## SOLUTION

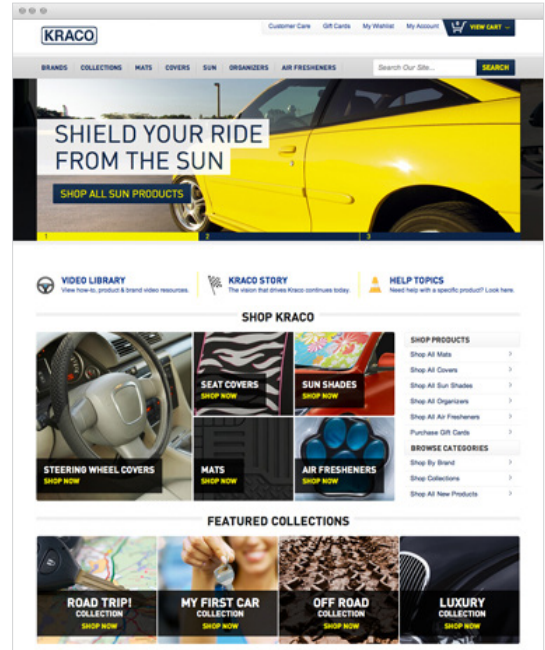
Guidance delivered a Magento Enterprise website that greatly improves Kraco's merchandising capabilities. The site's new feature-rich product detail page includes tabbed navigation for product details, features, specs, associated videos, and reviews. This page further supports conversion with an "Add to Compare" feature that offers users a side-by-side comparison with other selected products and it is integrated with Facebook, Twitter, Pinterest to encourage viral marketing of the product.

The new site also features a video library with "how-to" and preview videos, and offers users the ability to purchase virtual gift cards.

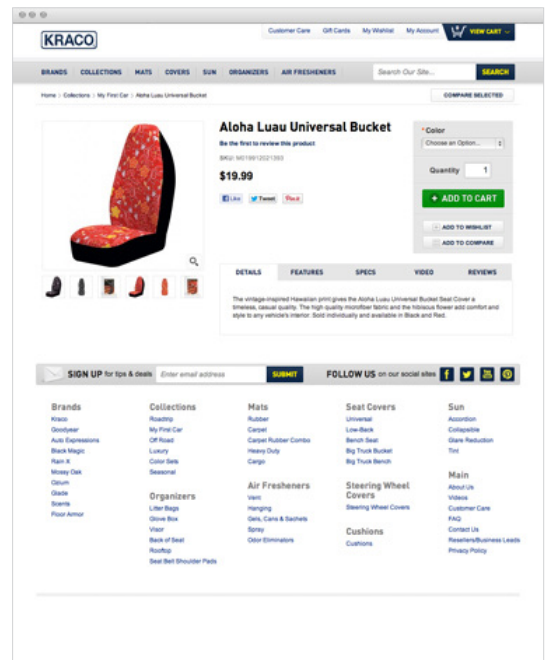
Guidance deployed solutions to integrate Magento with Webgistic (fulfillment), Invodo (video player), ChannelAdvisor (performance reporting for natural search and orders; and, custom product and inventory data feed management), PayPal Payflow (payment gateway), Avalara (tax), UPS and USPS (shipping), Google Analytics, Facebook, Pinterest, and Twitter.

## INNOVATION

- Kraco's marketing efforts are amplified with location-based promotions. With this new site, Kraco can specify content to appear based on the user's location. That is, someone in Ohio can see a different hero image (ex. snowy road conditions with a heavy duty mat promo), versus someone in California (sunny and blue skies with a shade promo).
- Through "My Account", users are able to self-edit and update their profile at any time, check the status of orders, view past orders, store alternate addresses (for shipping to multiple family members and friends), add their vehicle information, check the balance of their store credit, and access their wish list to share with friends and family.



Home Page



Product Detail Page