



CASE STUDY /

Luxury Lane

luxurylane.com
SERVICES

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

CHALLENGE

Recognizing that mobile commerce is quickly taking hold and growing more rapidly versus traditional desktop eCommerce, the eTailer specializing in apparel, accessories and home furnishings sought out Guidance to upgrade their site to a responsive one.

SOLUTION

Guidance deployed a custom Magento Enterprise 1.13 site that will drive more traffic to their store, and boost revenue.

Designed to convert browsers - shopping on any device - into buyers, the new responsive site contains multiple merchandising opportunities on the home page with features like "Top Sellers" and "Best Deals"; in the mega-menu; and, in the product detail page (PDP) with "You May Also Like" product recommendations.

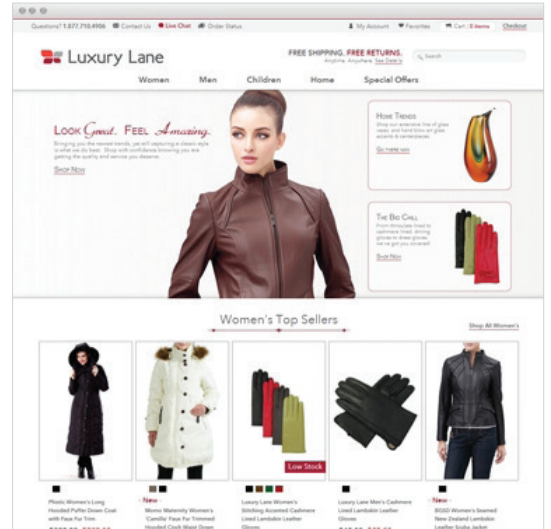
The 4,300 SKU site also includes additional features to encourage conversions such as "Compare" to review multiple products simultaneously, "Quick View", and "Favorites" to save products in a Wish List for purchase at a later date.

Through "My Account", customers can check the status of orders and returns, and view the balance of their reward points to redeem for product.

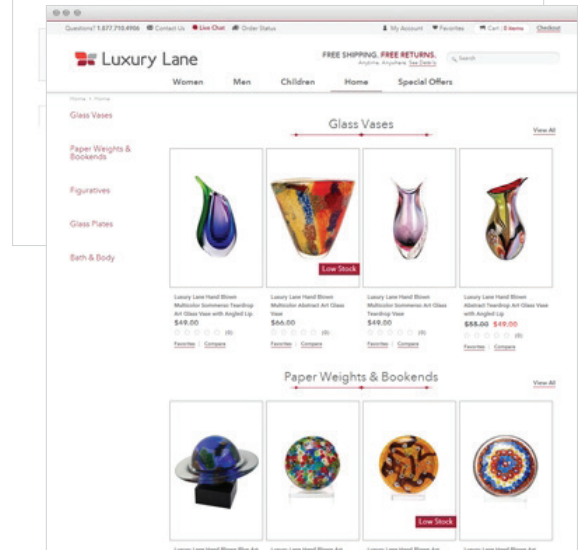
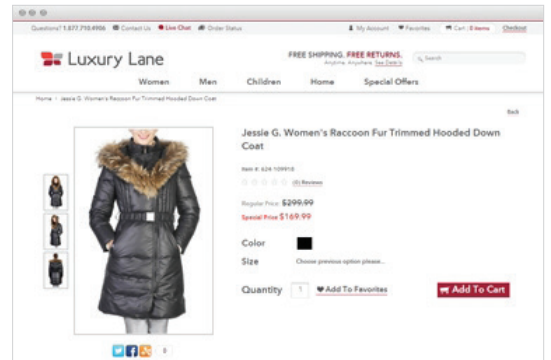
Guidance integrated Magento Enterprise with Zopim (live chat), Constant Contact (email marketing), Single Step Checkout, AddShoppers (social integration), iSearchMedia (SEO), Google AdWords (remarketing tags), and Celigo/NetSuite (ERP).

INNOVATION

- Users are able to secure delivery estimates on each product detail page.
- Users can select either the petite, regular, or plus size group, which then displays the corresponding available sizes for that particular product.



Home Page



Product Detail Page & Category Page