



## CASE STUDY /

# One Hope Wine

[onehopewine.com](http://onehopewine.com)
**SERVICES**

 ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT  
 CREATIVE & UI DESIGN | INTEGRATION

*"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,  
 ONE HOPE WINE

**CHALLENGE**

The only cause-centric eCommerce vintner that donates 50 percent of its profits to social causes, sought a scalable online eCommerce platform that would enable them to meet the needs of an exploding market.

**SOLUTION**

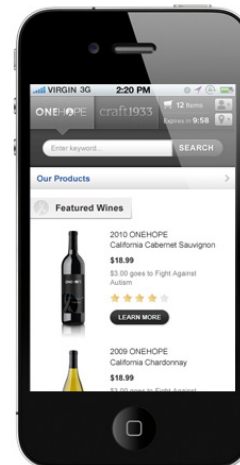
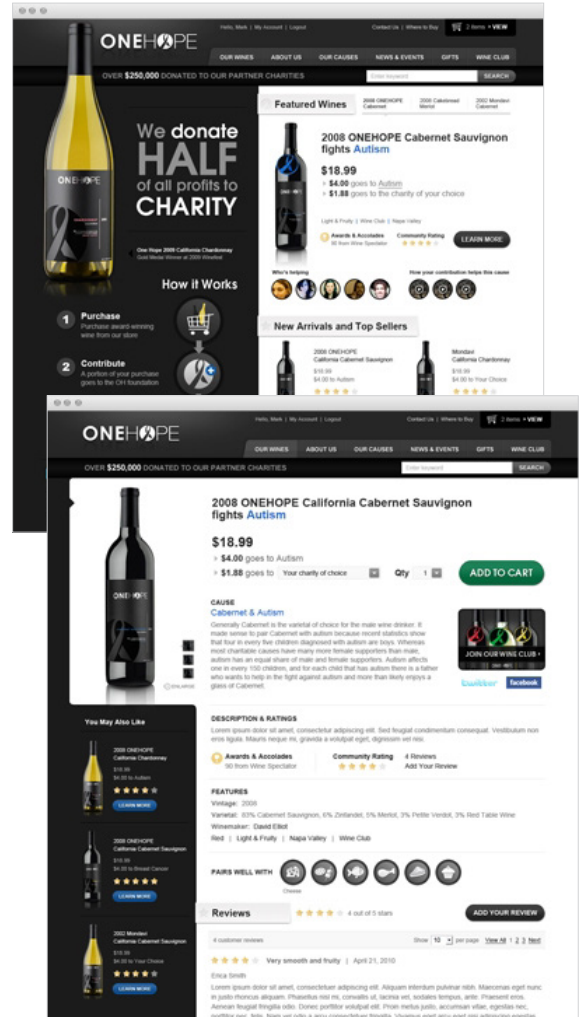
Employing Magento Enterprise as the site's eCommerce platform, Guidance custom developed the site to incorporate "pairs well with" information, ratings and reviews functionality, and sharing capabilities to encourage viral marketing.

Guidance integrated Authorize.net (payment gateway), WordPress (blog software), Campaign Monitor (email marketing), and Post Affiliate Pro

(affiliate order tracking), uDropship (vendor dashboards), Amazon Cloud (hosting), Facebook and Twitter with the new site.

**INNOVATION**

- Users have the ability to designate up to 10% of every purchase to a non-profit of choice.
- Guidance's efforts have resulted in measurable business results (2011):
  - » 4.37% Conversion Rate
  - » \$70.88 Average Order Value
  - » 23.7% Increase in Visits



Mobile App

Category Page &amp; Product Detail Page