

CASE STUDY /

Relax the Back

relaxtheback.com

SERVICES

 ECOMMERCE | WEB DEVELOPMENT | MOBILE & RESPONSIVE DESIGN | INTEGRATION
 HOSTING & MANAGED SERVICES | STRATEGY | ANALYTICS

CHALLENGE

The premier retailer of back and neck care products with more than 100 stores nationwide, wanted to raise their online revenues by enhancing their site's user experience and integrating a multi-channel strategy.

SOLUTION

Guidance delivered a responsive designed Magento Enterprise 1.13 website. With consumers now spending more than half of their time online shopping on a smartphone or tablet (ComScore, 2013 Social & Mobile Commerce Report), Guidance provided Relax the Back customers with enhanced viewing experiences. The new website works seamlessly across desktops, tablets and smartphones.

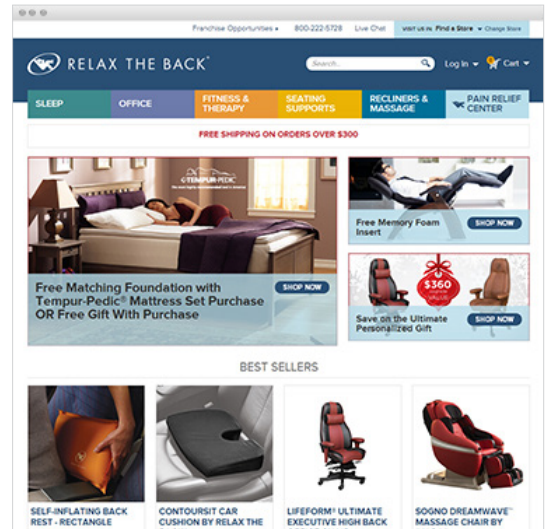
Best practices were used to provide Relax the Back

with more merchandising opportunities as well. The new megamenus display featured product. New YMAL recommendations at the PDP and cart level support increases in Average Order Value and Conversion Rates. "Quick View" functionality encourages conversions. And faceted-navigation improves customer experience to drive them to what they want as quickly as possible.

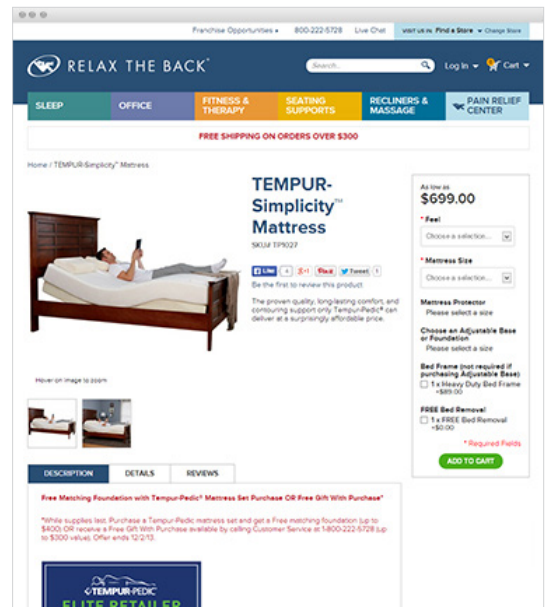
The new site also supports Relax the Back's omni-channel marketing efforts with a new store locator. To improve customer experience, Guidance incorporated a robust store locator into the navigation providing the user the opportunity to select their favorite store and get directions to and from that location.

"[Guidance] provides us with excellent service and innovative technical solutions which consistently advance our Web presence and online conversions."

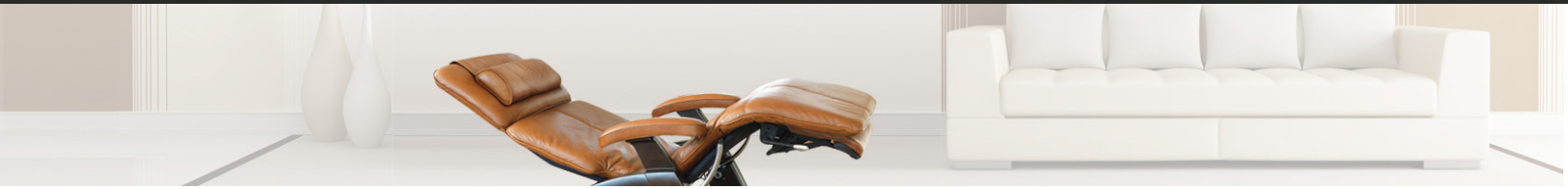
- LEANNE MATTES
VP MARKETING,
RELAX THE BACK



Home Page



Product Detail Page



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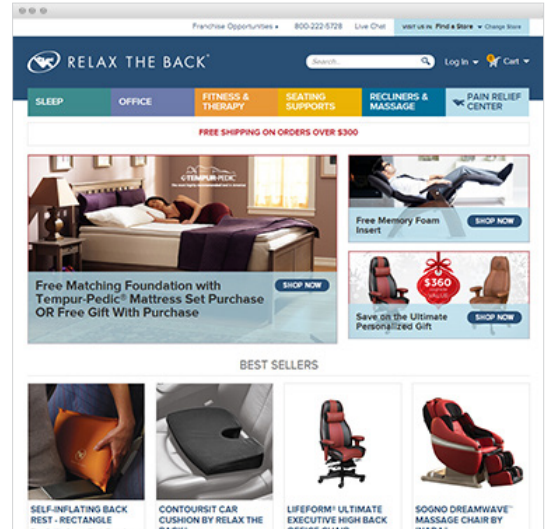
relaxtheback.com
SOLUTION *(continued)*

Integration points included warehouse management and fulfillment systems, inventory and shipping system, SOLR (search), Google Shopping, MyBuys (product recommendations), and LinkShare (affiliate marketing).

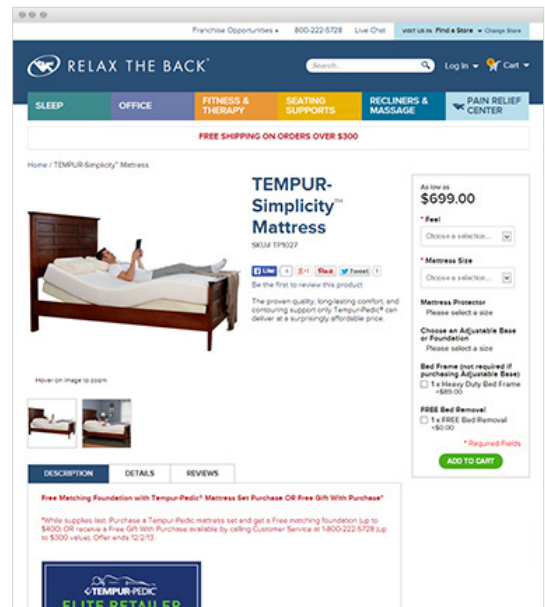
Lastly, Guidance successfully optimized the website to appear first in search engine results for keyword “zero gravity recliner”. Lastly, Guidance successfully optimized the website to appear first in search engine results for keyword “zero gravity recliner” and keyword “zero gravity search”.

INNOVATION

- Through an improved faceted navigation, users have the ability to configure and customize products.
- All attributes selected per product are added to shopping cart in just one click.



Home Page



Product Detail Page