CASE STUDY

OPTIMIZE ECOMMERCE
AND ACCELERATE SALES

softserve

What's the formula for a first-class ecommerce experience?

Our client produces personalized skin care for discerning customers that's clean, smart, and vegan. The client made significant investments in technology by developing a web-based, algorithm-driven skincare test that delivers personal skincare recommendations to each client.

The rest of their online retail experience was not as seamless and our client was challenged by an ecommerce system built across a patch-work of applications, overly-complex coding, and integrations that prevented fast, meaningful improvements.

SoftServe built a better solution that:

- **Saved time** with an easy-to-change Shopify store front that does not require technical knowledge to maintain. Updates take minutes instead of days.

- **Improved customer experience** with optimized web performance and speed.

- **Created transparency across campaigns** with the integration of a single marketing tool.

SoftServe simplified the client's retail system by making Shopify their main ecommerce tool delivering:
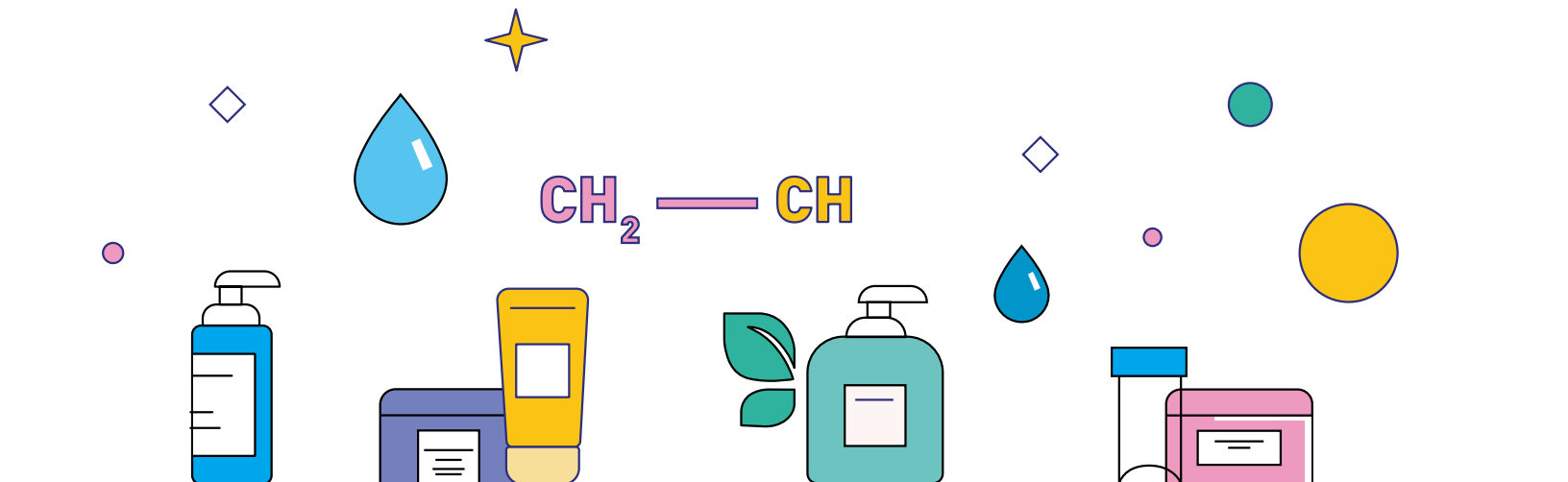
- Better branding using theme development

- Page speed optimization

- SEO optimization

- Multi-language support

To further improve the customer experience, SoftServe implemented:

- **Google Optimize** installed as a primary A/B test tool validated with 25+ A/B campaigns

- **MailChimp** integration to create a single marketing platform

Would you like to accelerate your ecommerce activities?

LET'S TALK about integrating the most efficient marketing and ecommerce tools into your company's digital retail experience.

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ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our **website**, **blog**, **LinkedIn**, **Facebook**, and **Twitter** pages.

NORTH AMERICAN HQ

201 W 5th Street, Suite 1550
Austin, TX 78701 USA
+1 866 687 3588 (USA)
+1 647 948 7638 (Canada)

EUROPEAN HQ

30 Cannon Street
London EC4M 6XH
United Kingdom
+44 333 006 4341

APAC HQ

6 Raffles Quay
#14-07
Singapore 048580
+65 31 656 887

info@softserveinc.com
www.softserveinc.com

softserve