

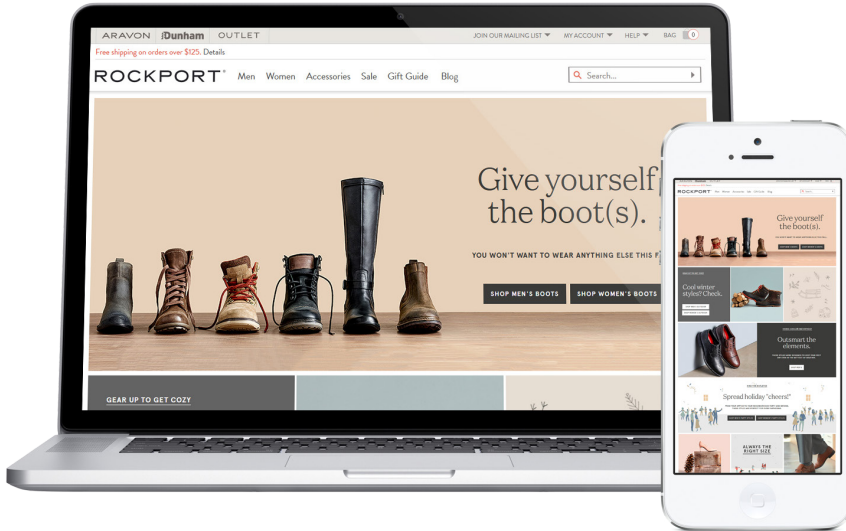
CASE STUDY:

Rapid Development of a Multi-Brand eCommerce Webstore

THE ROCKPORT GROUP

ROCKPORT ARAVON DUNHAM

From its start as a family-owned shoe business in 1971 to its global expansion into more than 60 countries, Rockport is a prime example of a brand that has evolved tremendously over the years but continues to remain true to its roots: comfort and quality. When Rockport joined forces with Drydock Footwear to form The Rockport Group in 2015, they needed a multi-brand webstore that would streamline the shopping experience across all of their brands. Enter TradeGlobal.



Over the course of four months, TradeGlobal rapidly developed and deployed a multi-brand eCommerce webstore on the Salesforce Commerce Cloud (formerly Demandware) platform that included the following features:

- Shared cart functionality across all three brands
- A single page checkout
- BlueCore integration for email marketing enhancements
- 'Refer a friend' functionality via Extole
- Gift cards for purchase and redemption on their eCommerce site

SUCCESS BY THE NUMBERS

- Revenue ▲ 18%
- Visits ▲ 12%
- Conversions ▲ 6%
- Bounce rate ▼ 22%

In previous years, TradeGlobal also worked with Rockport to launch their Canadian site, which included French translations via an integration with Translations.com.

“With TradeGlobal, we have a partner who understands how each component of the eCommerce ecosystem influences all others, and we use that expertise to our advantage.”

– The Rockport Group

Rockport leverages TradeGlobal's services across all areas of eCommerce, including development and integration, site content management, digital marketing, fulfillment and customer care.