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Guy Harvey Jewelry

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— Jim Fortescue | Owner, Guy Harvey Jewelry

When your website is sending the wrong message about your business, it's time for a platform upgrade.

Guy Harvey Jewelry switched to Miva for a powerful ecommerce platform that has fueled sales, boosted conversion, and eliminated site downtime.

Problems on 3DCart

- » Utilitarian design and functionality
- » Poor customer experience
- » Major site outages

Solutions with Miva

- » Refreshed and upgraded look
- » Improved Ecommerce Features
- » Better Customer Shopping Experience

Results

↑ **26%** SALES INCREASE UPON LAUNCH

↑ **38%** CONVERSION INCREASE UPON LAUNCH

In 2008, after 30 years in the wholesale jewelry business, Jim Fortescue got the opportunity of a lifetime. He was interested in producing a line of jewelry based on nautical themes, and he contacted renowned marine wildlife painter Guy Harvey with the idea of a partnership. Harvey loved the artistic design and high quality of Fortescue's work, and Guy Harvey Jewelry was born.

Today, the company is known for its beautiful high-end jewelry that has been worn by top models Brooklyn Decker, Anne V, and Bar Refaeli. Guy Harvey Jewelry pieces retail for up to \$25,000 per item, and have graced the pages of the Sports Illustrated Swimsuit Edition while being featured in Fiji, the Maldives, Lisbon, and Singapore.

Outgrowing 3dcart

“We had been a more traditional jewelry manufacturer for a long time,” owner Jim Fortescue says. “We were a business-to-business (B2B) company and we sold our products to retail jewelers and small chain stores. When we started producing jewelry with Guy Harvey, we were still working out of the B2B model.”

Within a year of launching Guy Harvey Jewelry, Fortescue set up a website to serve his wholesale customers. He built that first site using the 3dcart ecommerce platform.

“3dcart was a leading platform at the time,” Fortescue says, “and it worked well enough for our wholesale customers.”

But in 2012, Fortescue saw that his business model needed to change.

“The mainline jewelry business was starting to age out,” Fortescue says, “and brands were moving toward selling directly to the consumer instead of going through traditional jewelry shops. In order to stay viable and profitable as a business we realized that we needed to build a relationship with the end customer.”

To build this relationship, Guy Harvey Jewelry made a pivot and began to sell products directly to consumers via their website.

“At first,” Fortescue says, “we kept our original 3dcart website and tried to make it work for a business-to-consumer (B2C) model. We started to market more heavily on Facebook and Google Shopping to try and

"Our new Miva site visually conveys the quality of our jewelry."

—Jim Fortescue
Owner, Guy Harvey Jewelry

grow the business, and realized right away that 3dcart was holding us back. The 3dcart website had been okay for us when we were selling to wholesalers," Fortescue says, "but the site was just so basic."

While wholesalers had been largely willing to put up with a clunky, disjointed website, this was not the case for discerning consumers looking for a seamless shopping experience.

"When we shifted to B2C," Fortescue explains, "we were thinking about how to provide a premium shopping portal, and we knew we had to make the site more attractive and user-friendly."

Fortescue notes three main issues with the 3dcart ecommerce platform:

Basic Look and Feel

"Our 3dcart site was very utilitarian," Fortescue says. Since the Guy Harvey line of products emphasizes a high level of quality and craftsmanship, the company knew they needed a visual upgrade.

"With heirloom-quality jewelry like ours, we needed a more appropriate look and a platform that could convey a higher level of visual appeal. 3dcart just didn't have the flair we needed to sell our product."

Poor Customer Experience

"When you're targeting a retail customer instead of a wholesale account," Fortescue says, "you start to look at the site in a different way. We took a more critical look at what the user went through as they shopped on our site."

He says one thing that stood out was the difficulty of the checkout process.

"I really didn't care for the checkout flow on 3dcart," Fortescue says. "It was confusing, it wasn't very user-friendly, and from the buyer's perspective it was awkward to get to that final checkout button."

» "We realized that's something you really don't want to say about your website," Fortescue says. "You want the checkout to be as smooth and painless as possible."

He also knew the cumbersome checkout experience was directly affecting his business since the site's high abandoned shopping cart rate was primarily due to problems during checkout.

Major Site Outages

The Guy Harvey Jewelry website was also plagued by major outages while on the 3dcart platform. "There were multiple times when critical 3dcart updates completely crashed our site," Fortescue explains.

"We would be down for three or four days at a time and lose out on crucial short-term revenue. It's tough to say exactly how much we lost due to the outages, but I can tell you that our frustration level was through the roof!"

Fortescue also worried that the site downtime looked bad and that the outages would impact future sales.

"You can't run an online business if customers don't trust that your website works," he says.

The outages proved to be the final factor that convinced Fortescue he needed to upgrade his ecommerce website.

Choosing Miva

Fortescue began asking various business associates for platform recommendations.

"I was having a discussion with our UPS representative," he recalls, "and he said I should look into Miva and Magento."

To evaluate the merits of Miva versus Magento, Fortescue set out to speak with current users of each platform.

"I started with Miva," he explains, "and I wanted to talk to business owners who had their hands in all aspects of their operations. I spoke with a dozen different Miva customers, and everyone I talked to had glowing reviews. I was mostly concerned with their overall satisfaction, and everyone told me that I would love working with Miva."

The outpouring of strong recommendations from users was a key factor for Fortescue as he considered Miva.

"Usually people either love their ecommerce website or they hate it," he says. "With Miva, every review was so good. I knew the platform was great from a functionality standpoint, so when I saw how happy Miva's customers were, it made the decision very easy."

Fortescue chose to rebuild his website on Miva in late 2014, and the new site (www.guyharveyjewelry.com) went live in March of 2015.

Solutions Powered by Miva

Miva helped Jim Fortescue provide a world-class experience for Guy Harvey Jewelry customers by utilizing elegant design features and powerful functionality. Fortescue has been



Results With Miva

↑ 26%

SALES INCREASE
UPON LAUNCH

↑ 38%

CONVERSION INCREASE
UPON LAUNCH

↑ 58%

CONVERSION INCREASE
YEAR-OVER-YEAR

↑ 64%

TRANSACTION INCREASE
YEAR-OVER-YEAR

particularly impressed by three key improvements his new Miva website delivers over the old 3dcart platform.

Refreshed and Upgraded Look

"In the first place," Fortescue says, "Our new Miva site visually conveys the quality of our jewelry. It's a great fit for the caliber of product Guy Harvey Jewelry sells. It has a more up-to-date feel—much better than what we had on 3dcart—and we have a lot more flexibility and control over the layout and design elements. In the retail jewelry business, the visual aspect of a site is just so important, and Miva helps us showcase our products in a way that engages and converts more shoppers."

Improved Ecommerce Features

"Miva is a more powerful platform than what we had with 3dcart," Fortescue says. "With Miva, we have incredible flexibility to create engaging customer experiences."

He gives the dynamic photo feature as an example.

"Our new site has dynamic photos for our products," he says. "This means that for products that come in a variety of colors, the customer can select the color they would like to see, and the photo will

"With Google's recent update that prioritizes responsive sites, we would have had major problems if we were still on 3dcart."

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change to reflect their choice without navigating away from the product page."

» "Another feature I like," Fortescue continues, "is the ability to display related products. So if someone is looking at a particular bracelet, the site presents bracelets that are of a similar style, but that might have a different charm."

He says this is a great navigational aid for customers since they do not have to click through a menu tree to easily see other products they may be interested in.

Better Customer Shopping Experience

"One of my biggest frustrations with our 3dcart site," Fortescue says, "was the convoluted checkout flow. On Miva, I absolutely love how clean and intuitive the checkout process is. It's so much better because everything is in a logical order, and there's nothing that is distracting or that gets in the way."

Fortescue says he likes how much control he has over the final steps the customer takes to make a purchase.

"I can make it easy and clear, and make sure the process is as efficient as possible."

Measurable Results

Guy Harvey Jewelry has achieved impressive results with their powerful new Miva website. Within two months of launching the site, sales increased by 26%, and conversion rates went up 38% in an improvement Fortescue largely attributes to the new streamlined checkout process. He is also impressed by Miva's network stability.

"Miva's hosting architecture is rock solid," he says. "There's been zero site downtime since our migration."

And now, after almost a year of being on Miva, Guy Harvey Jewelry is seeing a further boost in their key metrics: Conversions are up 58%, transaction volume has increased by 64%, and total sales revenue via the website has grown by 59%.

Fortescue talks about how much more current his site is with Miva. "Everything just feels more up-to-date," he says. The website is fully responsive, which means that customers will have a consistent experience no matter the device they use to access the site.

"When I signed up with Miva," Fortescue says, "they kept referencing this, but I didn't realize just how important it would be. With Google's recent update that prioritizes responsive sites, we would have had major problems if we were still on 3dcart."

Moving to Miva has also given Fortescue more control over his ecommerce operations.

"I'm using Miva 9," he says, "and I do all the day-to-day maintenance on the site. I don't have a technical background, but once you learn the steps involved it is very easy to get in there and take care of things."

Ultimately, the move to Miva has been a big step forward for Guy Harvey Jewelry. Not only are Fortescue and his team making more sales, but they have started to see the advantages of leveraging a true Enterprise ecommerce platform for things like flexible reporting and tight integrations with back-end accounting and fulfillment systems.

"With Miva" Fortescue says, "not only am I confident that my site is stable, but I know that it's powerful and flexible enough to continue to grow with my business." 



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