

How a Distributor Increased Sales by 50% with Ecommerce

A Case Study
of Bargain Wholesale



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BARGAIN WHOLESALE

Dollar products distributor Bargain Wholesale, a division of the 99 Cents Only Stores, began as a small business selling low cost food and merchandise to the Los Angeles retail market more than 30 years ago. It has since grown into a massive distribution company, selling dollar items to retailers around the world. Bargain Wholesale currently has more than 4,000 SKUs under one dollar, and it adds new items every day—regularly offering its customers discounts and markdowns.

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Claudia Rodriguez
Marketing Manager
Bargain Wholesale

Providing an easy, seamless shopping experience to its customers while effectively managing its constantly changing

and rapidly growing business is among Bargain Wholesale's top priorities. And in today's digital age, the company understands the important role robust B2B ecommerce solutions play in delivering on that promise.

But in 2016, the solution Bargain Wholesale had in place was old and basic, and it wasn't mobile optimized. Bargain Wholesale's customers found it difficult to understand and navigate. As a result, most of them didn't use it.

Recognizing that a robust B2B ecommerce solution would help the company provide customers an easy, seamless shopping experience, drive more sales and stand out against its competitors, Bargain Wholesale decided to transform its existing ecommerce presence to offer a more modern experience to its customers. It partnered with WebJaguar to

Highlights

Situation: Dollar products distributor Bargain Wholesale was on a basic ecommerce platform that was not mobile optimized and had a low adoption rate from its customers. The company needed to implement a more robust platform that offered an easy online shopping experience to drive more customers to the site and ultimately boost sales.

Solution: Bargain Wholesale partnered with WebJaguar, which implemented its complete ecommerce and marketing automation platform, along with ERP integration.

Results: Since it began using the WebJaguar platform, Bargain Wholesale has experienced:

- 50% year-over-year increase in sales
- 200% increase in organic traffic

implement its highly flexible B2B commerce and marketing automation platform.

“The WebJaguar platform has an abundance of features that have allowed for increased customization and efficiency,” says Claudia Rodriguez, marketing manager at Bargain Wholesale. “We’re able to create a better shopping experience online and translate that into our showroom.”

Situation

As a 30-year-old company, Bargain Wholesale (www.bargainw.com) had an established client base in and around Los Angeles, and it was growing substantially. The company had a basic ecommerce platform in place, but it was old, not mobile optimized and didn’t offer the capabilities of more modern solutions. Most of Bargain Wholesale’s customers preferred to continue ordering the old way—which often meant writing orders down on a piece of paper and faxing them to the Bargain Wholesale office to be fulfilled.

“We needed to improve our online ordering experience,” Rodriguez says. “Customers couldn’t figure out how to use the site, which led to a low adoption rate of current customers and a low volume of new customers.”

Bargain Wholesale knew that replacing its old platform with a more modern ecommerce solution would be better for

everyone. For customers, it would allow them 24-7 access to their accounts, their previous order history, current order status, as well as inventory visibility. It would also offer them the ability to order anytime, anywhere and from any device. For Bargain Wholesale, it provided an opportunity to better serve their customers by giving them the tools they need to easily make purchases. It also meant Bargain Wholesale could easily stay in contact with customers through automated email marketing campaigns. As a result, sales were likely to increase.

Recognizing the potential that a modern and robust ecommerce platform meant for the company's continued growth and success, Bargain Wholesale partnered with WebJaguar.

Solution

WebJaguar worked closely with Bargain Wholesale to implement a complete ecommerce and marketing automation platform, along with ERP integration. The new platform is highly flexible, which allowed Bargain Wholesale to implement the features specific to its business needs and goals.

Order Management

The new WebJaguar solution allows Bargain Wholesale customers to order online when, where and how they want.

And because Bargain Wholesale customers are often owners of multiple convenience stores or gas stations, the new platform provides a smart myList feature. This tool allows customers to create lists of products—based on previous orders and customer-selected products—that they can order or reorder for all or only specific store locations. The list serves as a quick order form, making the ordering process fast and easy.

Customizable Website Pages

The platform provided Bargain Wholesale the ability to quickly create new landing pages for products. All of these pages can be fully customized with new functionality, styles and optimized for search.

Sales Representative and Catalog Builder Tool

The sales representative tool is another important feature in Bargain Wholesale's new platform. The tool is mobile-optimized and allows sales representatives to place orders on behalf of their customers. The special dashboard lets sales reps view their customers' accounts and their purchase levels, see their order histories and add new customers.

The platform also provides sales representatives the ability to create highly customized catalogs for their customers based on product lines or categories in minutes. Traditional methods for creating these types of catalogs are time consuming and

expensive—often taking days and requiring specialized tools such as Photoshop or InDesign. With WebJaguar’s tool, sales reps can create a catalog and generate a PDF to distribute to customers in minutes.

Warehouse Management

Bargain Wholesale has two primary warehouses—one in California and one in Texas. So WebJaguar implemented warehouse management capabilities into Bargain Wholesale’s new platform, allowing customers to see product inventory and pricing in both warehouses—regardless of where that customer is located.

Marketing Automation

The platform also allows Bargain Wholesale to schedule recurring cart abandonment emails, as well as target customers who are most likely to make a purchase after receiving a personalized email. Additionally, the platform gives Bargain Wholesale personalization and intelligent product recommendations capabilities. Customers can quickly see their most ordered items, as well as similar items that they are more likely to order.

Results

Since it began using the WebJaguar platform, Bargain Wholesale has experienced a 50% year-over-year increase in sales and 200% increase in organic traffic. Rodriguez attributes these increases to the robust capabilities of the new platform.

Because WebJaguar's platform is so flexible, Rodriguez says it allowed Bargain Wholesale to easily customize it to address their business objectives. And it has allowed the company to create new opportunities for promotions and organic search traffic that drives sales.

"We have been able to capitalize on more opportunities for branding and engaging customer experiences," Rodriguez says. "The platform has also significantly improved website search, helping customers find the products they are looking for quickly."

About WebJaguar

WebJaguar is a leading ecommerce platform for small- and medium-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. WebJaguar is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers.

www.webjaguar.com