

How a Promotional Products Merchandiser Boosted Conversions by 200%

A Case Study
of iPromo LLC





Promotional products merchandiser boosts conversions by 200% with WebJaguar platform

For two decades, promotional products merchandiser iPromo LLC has been helping its clients determine and source the best promotional products and ideas for their businesses. From corporate gifts like USB drives featuring a customized message to employee apparel such as T-shirts donning the company logo, and almost everything in between, iPromo's products are of the highest quality. And, as a result, the company has established itself as an industry leader among its more than 45,000 former and existing clients.

Highlights

Situation: Promotional products merchandiser iPromo had a relatively simple website with no checkout capabilities. The company needed to implement a more robust solution that could handle the complexities of iPromo customers' orders, collect leads and increase conversion rates.

Solution: iPromo partnered with WebJaguar, which implemented a custom platform that integrated with iPromo's Salesforce CRM to handle the complexities of iPromo's ecommerce needs.

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

- 200% increase in overall conversions, including live chats, "contact us" forms, sample requests and orders

But until 2015, iPromo's website was relatively simple. It showcased some of the company's products, but only in limited ways. And it had no checkout capabilities. To place orders, customers had to pick up the phone and call an iPromo representative.

To compete in a digitally transforming commerce world, the company needed to make a change. It recognized that a strong B2B ecommerce presence would translate to more leads, a better shopping experience for its customers and ultimately drive more sales. It would also help iPromo rise above the competition as more and more B2B companies adopted ecommerce initiatives.

So iPromo decided to partner with WebJaguar to implement its highly customizable ecommerce platform. "With the plethora of choices available through WebJaguar, we were able to go from a website that had 250 products to one with 250,000 products to market to our suppliers literally overnight," says Leo Friedman, CEO of iPromo.

Situation

Like many B2B businesses, iPromo was slow to hop on the digital transformation wagon. Since its founding in 1999, the company had slowly built up its web presence. It was using Salesforce as its customer relationship management platform (CRM), and wanted to keep it.

But years of adding technology on top of technology meant iPromo was relying on multiple platforms—none of which were truly integrated. This was not only preventing or extensively limiting sales online, it also took a lot of employee labor to process leads because the technology iPromo had in place was not able to collect the appropriate data. And because of the nature of iPromo's business, the complexities around the online ordering process were substantial, and its existing solutions just couldn't handle it.

Take USB drives, for example, which iPromo clients may order as corporate gifts. They might come in 10 different colors, 10 different sizes and can be printed on both sides. "Now, if you do the math on that, there are about 200 different permutations. That's a level of complexity we have selling promotional products that traditional retailers don't experience," Friedman says. "We needed a platform that could handle that complexity—one that allowed our customers to add customized products to their shopping carts and check out."

Solution

iPromo decided to look for a technology partner to create a new ecommerce site that integrated with its Salesforce CRM platform. "We wanted to make sure our clients saw us as a full spectrum branded merchandising agency," Friedman says. "So

that, when they came to our website, they saw exactly what they needed. If they needed socks, we had them. But if they needed awards, well we had those too.”

So iPromo sent out a request for proposal to various platform providers. It asked these potential partners to provide information about how their solution could transform iPromo’s site into a robust ecommerce shopping experience for its customers. iPromo asked the vendors to describe how fast the site would load, how easy it would be to add products and whether their solutions would offer the ability to customize features on the back end.

Because WebJaguar specializes in helping its B2B clients create company stores and it truly understands the promotional products and corporate gifts industry—and its solution is so flexible and customizable—it met all of iPromo’s requirements. “WebJaguar clearly came out on top,” Friedman says.

Upon acceptance of WebJaguar’s proposal, the WebJaguar team of developers quickly got to work building a sales channel for iPromo’s sales force to gather leads, as well as providing an ecommerce store for iPromo’s direct-to-market promotional merchandise.

WebJaguar also built in a custom product configuration for iPromo’s technology products. This configuration gave customers the ability to select memory capacity, colors and

logo placement on products. Most importantly, it allowed for product upgrades to increase average sales transaction.

Results

Since implementing the WebJaguar solution, iPromo has seen substantial improvements. In addition to a massive increase in online sales, its client engagement conversion rate—via live chat, “contact us” forms and sample requests—has skyrocketed by 200%.

And because iPromo relies on leads for business growth, and it’s now able to retain so many more customers than it was ever able to before.

“I attribute the success of our ecommerce site to WebJaguar,” Friedman says. “WebJaguar understands the promotional products and branded merchandise industry inside and out. There is no question we could have asked them that someone else hadn’t already asked them before. Partnering with a company that understands and has seen it all was impetus for our decision to work with WebJaguar.”