

# 18/ E-COMMERCE SUCCESS STORIES

## DISCOVER THE ADVANTAGES

of managing a high  
performance  
e-Commerce site

### 15 KEY STRENGTHS

1. Quality Design
2. SEO
3. Marketplaces
4. Mobile Site
5. Customer Loyalty Programs
6. Easy site Navigation
7. Catalogue management
8. Email Campaigns
9. Social commerce
10. Promotions, Business Sales
11. Reliable
12. Price Comparison Sites
13. SMS Marketing
14. Delivery Options
15. Payment Methods

“With a multi-million pound turnover a year, our e-Commerce website is at the top of its field.”

**Clive Davies**

Managing Director | [www.premierequine.co.uk](http://www.premierequine.co.uk)





**“ The Actinic integration platform optimises our sales and site management ”**

**When you are dealing with 2,416 different products and large volumes of orders per day...**

...you have to be very organised and a centralised system is essential. We use Sage for our accounting and sales management, and with Actinic's Web Services integration toolkit we were able to integrate our e-Commerce website with this software. By using Web Services to link our accounting software and e-Commerce platform our customers, contacts and product catalogue are all centralised and optimised. This solution is unique and saves us an incredible amount of time. We process thousands of orders per month with this tool.

**Clive Davies, Managing Director - Premier Equine | [www.premierequine.co.uk](http://www.premierequine.co.uk)**

## KEY STRENGTHS

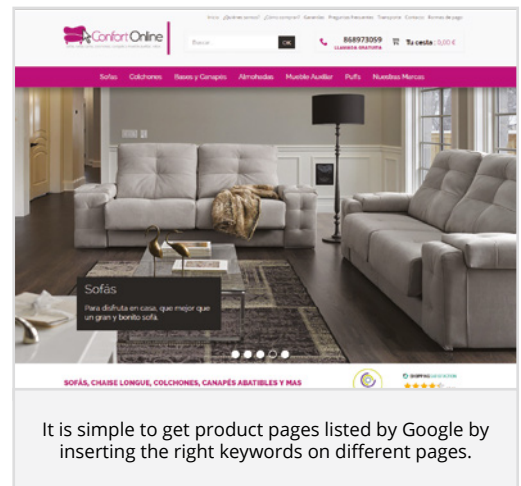
- Web Services
- Conversion rates
- Features
- Sell overseas
- MOTO

**“ The Actinic solution allows you to obtain excellent SEO results ”**

**There are many sites on selling furniture online so we decided to concentrate our energy on SEO and improving our position in Google search results.**

With the help of the Actinic experts we optimised the text on our site to correspond with what online shoppers type when they search. We also set up Google AdWords campaigns that have enabled us a ROI of 3 times our initial investment in just 3 months.

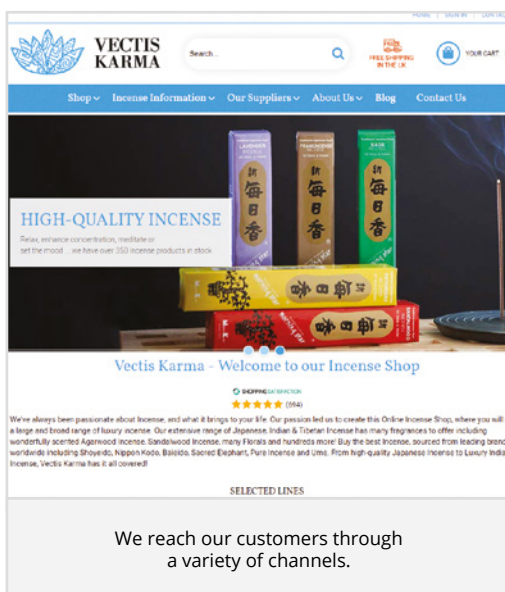
**Alfonso García Jiménez, Founder, Confort Online | [www.confortonline.es](http://www.confortonline.es)**



## KEY STRENGTHS

- Efficient product catalogue
- Social commerce
- Marketplaces
- Mobile commerce

It is simple to get product pages listed by Google by inserting the right keywords on different pages.



**“ Thanks to the user experience the Average Order Value on our site quickly went up by 20% ”**

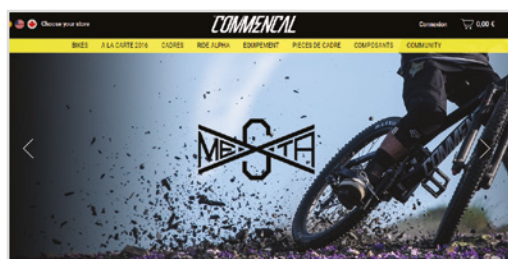
**With user experience enhancing features such as the dynamic basket and upsell and cross sell components in the checkout pages, the Average Order Value on our site quickly went up by 20%.**

The authentic reviews in the product pages and on the home page encourage and convince customers about the quality of our products and high-standard of our customer service. The reviews actively inform our visitors on the experience of receiving, unpacking and burning our quality incense. After setting up Shopping Satisfaction, it is fully automated - asking each purchaser to rate the product and the site itself.

**Karen Bowden, Vectis Karma | [www.vectiskarma.co.uk](http://www.vectiskarma.co.uk)**

## KEY STRENGTHS

- Attractive design
- A multi-channel e-Commerce site
- SEO
- Loyalty programme



Our e-Commerce sites are complete and powerful thanks to Actinic who helped us with all aspects (design, SEO etc.)

**" We moved our site to Actinic because we needed a more powerful solution and we asked Actinic to design our e-Commerce. "**

**We benefited from custom design and technical services for the creation of our site, and these wholly met our expectations.**

The Actinic solution is constantly updated with new features. The Actinic team is great and always answer our questions quickly. Actinic is the leading e-Commerce solution in Europe and can be counted on for a smoothly operating site, even during busy sales periods such as Christmas.

**Max Commencal, CEO - Commencal | [www.commencal.com](http://www.commencal.com)**

## KEY STRENGTHS

- A multi-lingual site
- Site optimised for search engines
- Entire catalogue available on Facebook
- Mobile version

**" 24% of our orders are made through Amazon alone "**

**With Actinic Marketplace Manager and SmartFeeds multichannel sales are made easy: our stock is automatically synchronised and we manage everything directly from our back office.**

We sell Brolliesgalore products on eBay, Amazon and Google Shopping. Using multiple distribution channels gives us access to a larger customer base and helps improve our products' visibility.

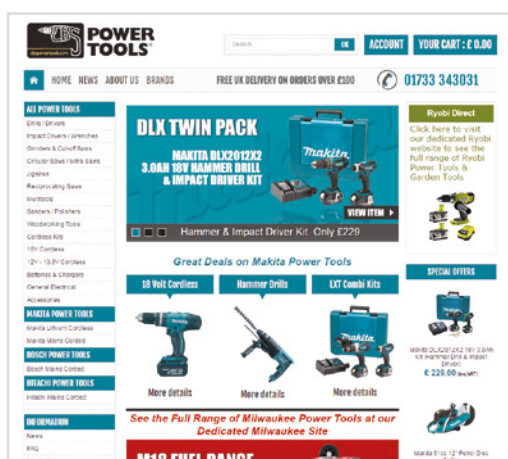
**Christine Naysmith, Founder - Brolliesgalore | [www.brolliesgalore.co.uk](http://www.brolliesgalore.co.uk)**

## KEY STRENGTHS

- Attractive design
- User-friendly navigation
- Marketplaces
- Multichannel



Actinic's innovative features give us the advantages we need to succeed and increase our sales.



All three sites are based on a standard Actinic e-Commerce template and are all 'DIY' sites with little input from the Actinic team.

**" One of the greatest points about Actinic is the simplicity of use and speed at which we could get our sites online "**

**In under a year they had two more e-Commerce websites up and running, CBS Power Tools and Ryobi Direct and have increased their turnover by 20% in this time.**

SaaS platforms can be accessed anywhere, so if we have any updates or changes to make to any of the sites we can make these from any computer with an internet connection. It really makes managing a business a lot easier. The support team are quick to answer any queries we have, always friendly and happy to help with maintaining and improving our sites. It's great to know we can rely on them.

**Keith Blake, Manager - CBS Power Tools | [www.cbspowertools.com](http://www.cbspowertools.com)**

## KEY STRENGTHS

- Actinic Link for Sage
- SEO
- Newsletter
- Customer Loyalty





With the support of Actinic experts we have integrated all of the best e-Commerce practices into our website.

*"Actinic provides us with constant support and with their latest innovations we are always on the cutting edge of technology."*

**Exceptional and easy to integrate design, increased traffic with SEO and a conversion rate of 10% explain our success.**

Actinic provides us with constant support and with their latest innovations we are always on the cutting edge of e-Commerce technology. Actinic provides quality service: when I need advice, I can contact their technical support at any time.

**Christel Mary, Director - E-liquide | [www.e-liquide-fr.com](http://www.e-liquide-fr.com)**

## KEY STRENGTHS

- Updated slideshows
- Extensive catalogue
- User-friendly search
- SEO

*"The quality of my e-Commerce site design helps promote my brand and increase my sales"*

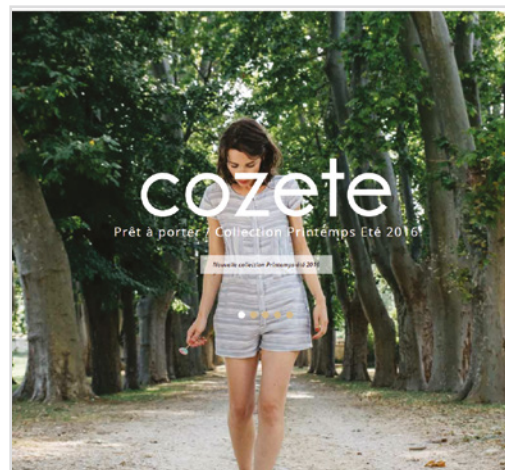
**The website was specially designed with the best e-Commerce practices in mind, especially good quality, varied images and simplified search. Everything was carefully planned with the ultimate goal of success in mind.**

On a technical level getting the site live didn't pose any problems, even for a beginner like myself. Once I'd chosen the model all I had to do was fill in the product pages with all of the information customers would need. Going live took just one click. Everything is made simple and easy to manage from the back office: the mobile version of the site, the Facebook page and newsletters. The Actinic solution is unique in that it includes all the services you need: hosting, advice, updates.

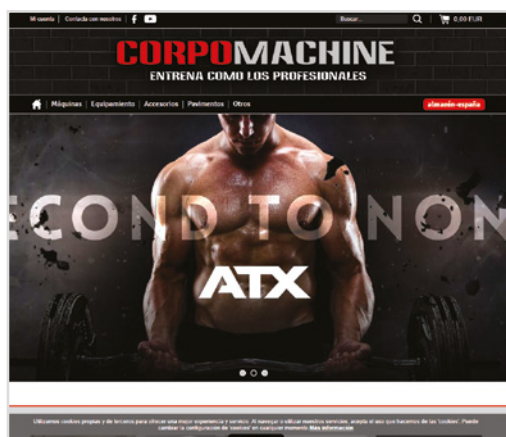
**Charlotte Bevilacqua, Founder - Cozete | [www.cozete.com](http://www.cozete.com)**

## KEY STRENGTHS

- Attractive and user-friendly design
- Quality photos
- Targeted newsletters
- Mobile version



It was quick and simple to create a site. An attractive site design highlights the quality of my collection.



Our customers regularly make purchases over €1,000 on mobiles!

*"In just two months our Facebook page has increased traffic to our site by 21.6%"*

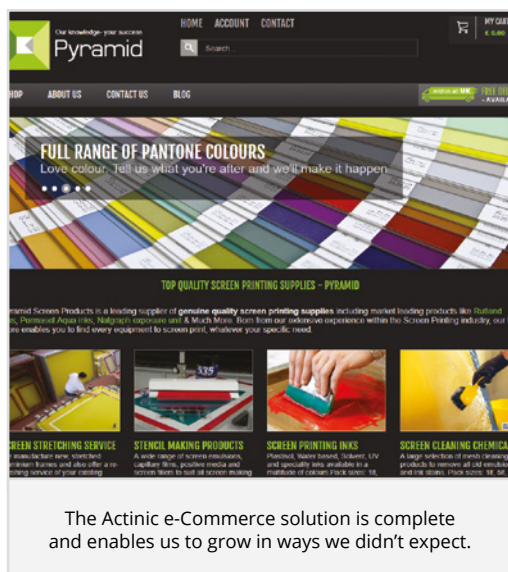
**We use our Facebook page to provide our customers with information and offer them a space to exchange thoughts and ideas.**

We post our new items, current offers and advice on different ways to train. This has allowed us to attract customers, build loyalty, increase our brand visibility and create a community of enthusiastic customers. We also activated the mobile version of our site and the results have been quite impressive: over 20% of our orders come from mobiles and our customers regularly use this channel to make purchases over €1,000.

**Juan Antonio Vidal Sanfélix, Manager - Corpomachine | [www.corpomachine.com](http://www.corpomachine.com)**

## KEY STRENGTHS

- Design templates
- SEO
- Social Commerce
- Multiple payment methods
- Mobile commerce



**“ Working with Actinic is like having another salesman to us!”**

**Our latest AdWords campaign reached a ROI of 31.29, an incredible result!**

We wanted to further increase our brand's visibility on the net, so we set out to actively advertise on Google. Now 58% of our AdWords conversions come directly from these high-performing products! And because they constantly monitor and readjust our AdWords campaigns for us we continue to count on them to bring us these fantastic results!

**Dean Smith, Pyramid Screen products | [www.pyramidscreenproducts.co.uk](http://www.pyramidscreenproducts.co.uk)**

## KEY STRENGTHS

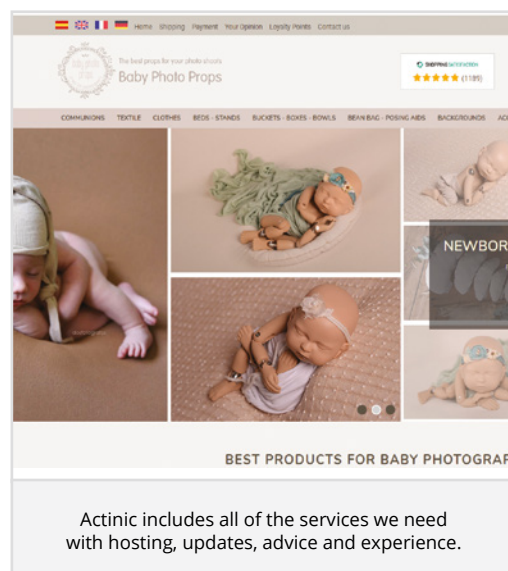
- Beautiful e-Commerce design
- Efficient Google AdWords campaigns
- SEO
- Abandoned cart recovery program

**“ With Actinic, we have developed loyalty programs to reward our customers with discounts”**

**The value of our average basket increased by 9% as a result.**

Thanks to Shopping Satisfaction, our guests can read customer reviews, including assessments of the service and products we offer: in just one month we received over 100 opinions, and we are proud of our 4,9 / 5 global score! We have also launched a chat feature in order to answer queries in real time and keep our guests as happy as possible. Overall, we have achieved a conversion rate that exceeds the average for our sector by 4%.

**Marcos Cánovas Baena, Baby Photo Props**



## KEY STRENGTHS

- Multiple payment methods
- Newsletters
- Price comparison sites
- Multilingual



**“ We have between 7,500 and 10,000 visits a month ”**

As we migrated our site to Actinic, we were worried about losing the search engine status we'd already achieved. We worked closely with the experts at Actinic to carefully select the keywords, and followed their advice on the optimisation of our site (rewriting URLs, optimising product descriptions, headings, etc.).

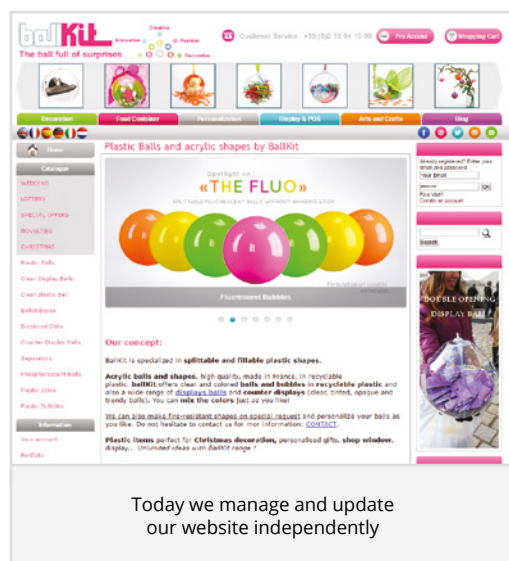
Thanks to these efforts combined with some paid advertising, we were able to improve our status to second place in Google for a highly competitive keyword. This helps draw customers to our website - we have between 7,500 and 10,000 visits a month, and 36% of these visitors come from Google. As 65% of our turnover comes directly from our site, this traffic is essential for our sales.

**Linda Naysmith, Founder - Stick&Cane | [www.stickandcaneshop.co.uk](http://www.stickandcaneshop.co.uk)**

## KEY STRENGTHS

- SEO
- Migration
- Site traffic
- Design





*" 25% of our sales come from abroad "*

**Taking stock of our business' potential we realised that exporting was a promising opportunity that could lead to success. It turned out to be a winning bet as our international turnover made up 25% of our overall sales last Christmas.**

Thanks the Actinic solution and their custom individual training sessions we were able to quickly to get a handle on the platform and work on our organic SEO. Our keywords and website have been translated into 6 languages: English, French, Spanish, German, Italian and Dutch.

Jean-Philippe Thoër, Manager - Ballkit | [www.shop-ballkit.co.uk](http://www.shop-ballkit.co.uk)

## KEY STRENGTHS

- SEO
- Multilingual

- Facebook
- Twitter
- Blog

*" The mobile version of our website now accounts for more than 10% of our turnover "*

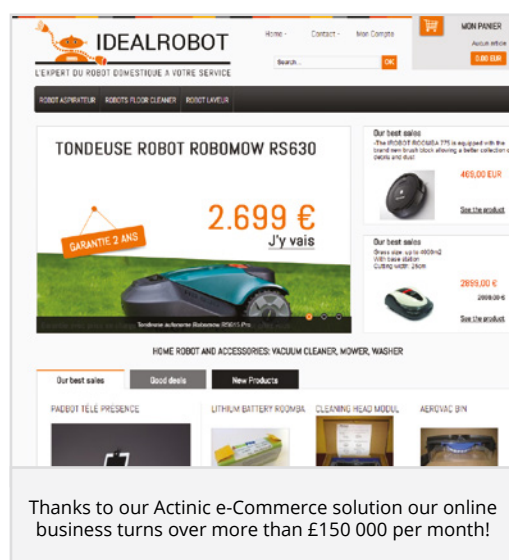
**We worked on expanding our online reputation by creating two forums for hiking enthusiasts which we participate actively on.**

The expert advice and general good practice that we give out has helped build customer loyalty, and generates a significant amount of traffic. We also worked on expanding our online reputation by creating two forums for hiking enthusiasts which we participate actively on. The expert advice and general good practice that we give out has helped build customer loyalty, and generates a significant amount of traffic.

Pierre Dumay, Founder - Arklight design | [www.arklight-design.com](http://www.arklight-design.com)

## KEY STRENGTHS

- Design
- Traffic
- SEO
- Customer loyalty



*" 20% of our sales are currently generated on marketplaces, such as eBay and Amazon "*

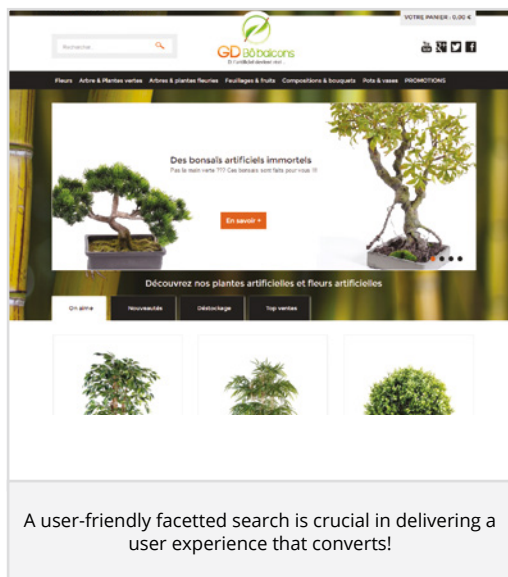
**One of the key factors in our success is our multi-channel sales strategy. We harness the power of the leading e-Commerce players: Amazon and eBay. These sites are great vectors for broadening our prospect base and give us access to a huge number of potential customers.**

We have also published our catalogue on Facebook, which has increased our visibility and our reputation, whilst also increasing our site visits. It also gives us the opportunity to highlight our new products in a fun and friendly manner and strengthens our commitment to our customer community.

Flavian Quibel Managing Director Ideal robot | [www.idealrobot.com](http://www.idealrobot.com)

## KEY STRENGTHS

- Mobile website
- Facebook store
- Sell on marketplaces (eBay and Amazon)
- Detailed statistics



*"Faceted search allowed me to highlight my entire catalogue (over 1,300 items)"*

**Faceted search, an exclusive Actinic feature, gives immediate access to the product the customer is looking for and allows you to highlight your entire catalogue.**

Cross selling is another efficient feature. Overall, our site performance has been exceptional and our conversion rate has increased by 20% while satisfied customers' purchases make up a regular source of income. Site management is designed so that a maximum number of tasks are automated making selling online as easy as possible.

**Guillaume Desportes, Manager - GD Bô balcons | [www.gdbobalcons-shop.com](http://www.gdbobalcons-shop.com)**

## KEY STRENGTHS

- User-friendly search
- Extensive catalogue
- High conversion rate
- A bricks and mortar store in addition to site

*"7% of our sales come from price comparison sites"*

**Online shoppers compare before buying, which is why we post our products on price comparison sites such as Google Shopping.**

With Actinic we're able to measure our exact turnover from each site which allows us to adjust and adapt in order to optimise our profit margin. Mobile sales have grown quickly due to the popularity of this channel. The mobile version of our website, automatically available with Actinic, has been very successful and accounts for 15% of our sales.

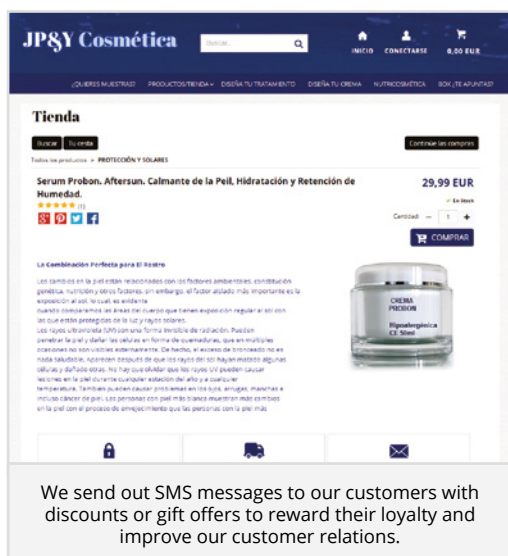
**Géraldine Pichard, Manager - RasoirOnline | [www.rasoironline.com](http://www.rasoironline.com)**

## KEY STRENGTHS

- A large selection of products
- Sales on price comparison sites
- Mobile version
- Success on Amazon



The ability to measure the efficiency of products on price comparison sites has been a good way to increase our profitability.



*"When we send a promotional SMS orders for the product in question increase by 39%!"*

**With the email marketing tool integrated into the solution we can send newsletters to our customer database of over 5,000 contacts each week and offer them flash sales and special deals.**

In the days after we sent out a newsletter our orders quadruple! With Actinic we also have access to several loyalty building features such as loyalty points, referral schemes and SMS marketing which have allowed us to reach a conversion rate of over 7%.

**Yolanda Quintana, Manager - JPY Cosmética | [www.jpy-cosmetica.com](http://www.jpy-cosmetica.com)**

## KEY STRENGTHS

- Social commerce
- Newsletter
- SMS
- Loyalty programs

We send out SMS messages to our customers with discounts or gift offers to reward their loyalty and improve our customer relations.

# 5 / SIMPLE STEPS TO GET THE MOST OUT OF YOUR ECOMMERCE SITE!



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