⚡ BLUE SEEDLING

Case study template

This is a case study template with examples for the various sections. Note - the examples are short; a real case study would typically be about twice as long.

Title
AwesomeCommerce Helps Malmart Boost e-commerce Conversion Rates and Double ROI

Intro - customer business description
Malmart is a multinational chain of discount department stores. Started in the US in the 1930s, Malmart now has over 10,000 stores worldwide.

Challenge
Malmart was an early adopter of e-commerce alongside its brick-and-mortar locations, but struggled to make the investment in ecommerce show real results over time. Surveys showed that even loyal brick-and-mortar customers were unaware of Malmart's e-commerce site.

Solution
In early 2020, Malmart employed the AwesomeCommerce consumer intelligence platform to learn more about its current customers and to help redefine its ICP (Ideal Customer Persona). With insights gleaned from AwesomeCommerce's reporting, Malmart was able to retarget its marketing to reach a more receptive and eager audience of online shoppers.

Results
AwesomeCommerce's technology helped increase awareness of Malmart's ecommerce site among its new target consumers by 50%, and crucially, boosted e-commerce conversion rates by 40%. ROI for Malmart's ecommerce site has doubled since the engagement with AwesomeCommerce began and continues to rise.

Quote
"In many ways, it feels like AwesomeCommerce helped drag us out of the stone age... Looking back, it's incredible how little we knew about customers. Now, we feel closer to them than ever. We understand who we should be talking to and why, and it shapes everything we do. And we can meet our customers' needs better than we ever have before" -Maria Benton, EVP Marketing