

CASE STUDY

brilliant partnership



the opportunity

Things Remembered had launched a new branding campaign, from new corporate colors to logo and identity, and needed to extend the brand to the company website. Since the cornerstone of Things Remembered's business is engraving, an easy to use personalization and engraving process was crucial to the site's success. The timeline was compressed because the new site had to launch in time for the holiday rush.

the brilliant results

... flexible design: The new site gives Things Remembered the ability to run promotions on different products, key words and services. Their business and e-commerce teams can react quickly to new e-marketing campaigns and strategies.

... a custom personalization tool allows customers to see online exactly how their engraving will appear on the product they are purchasing.

... easy to use and easy to find: The new design encompasses best practices in Search Engine Optimization and Usability.

... speed: Initial tests showed the new site's load time was 33% faster than the previous site. Customers will have quicker access to information, which can lead to increased conversions and revenue for the website.

... adding alternative payment methods like Bill Me Later and PayPal produced an immediate 4% increase in conversion on the first day in operation.



"We have partnered with Things Remembered for over a year, enhancing their website with new design, flexible tools, usability and search engine optimization. We will continue to work with Things Remembered in 2008 to grow their online presence."

Doug Denton, Principal – Brulant

