



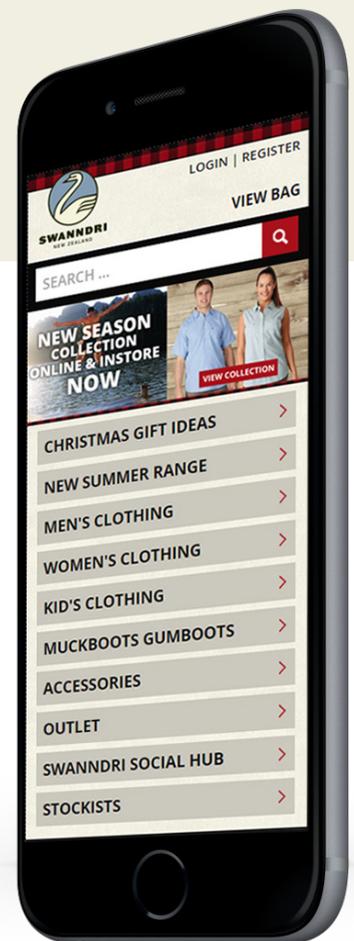
SWANNNDRI
NEW ZEALAND

Swannndri and eStar – working together to deliver brand success

Swannndri's direct to consumer strategy required the support of eStar's eCommerce expertise and functionality

"We went to eStar looking for help in implementing our direct to consumer strategy. They came back with a great offer, access to their design team, and eCommerce functionality to support our strategy."

Angela Lee - Head of eCommerce and Social Swannndri



The Challenge – Swannndri building direct to consumer relationships:

Swannndri was constructing a digital strategy with a purpose to build direct connectivity to Swannndri customers. Swannndri knew building direct connections with new and existing customers was a way to enhance its appreciation of what customers want and need from their brand. This connection would also allow Swannndri to better service their customers in the future and improve their support to the global network of retailers selling Swannndri apparel.

The strategic plan was a big one and had many moving parts. The first challenge was to find an eCommerce technology that would support these new initiatives.

“The project management team were extremely professional and guided us throughout the project on next steps and what to expect”

Angela Lee - Head of eCommerce and Social Swannndri

The Solution

When Swannndri presented the strategy, the eStar team immediately understood what Swannndri was trying to achieve.

eStar's experiences with large apparel retailers plus their knowledge of how to translate the Swannndri strategy across the eStar eCommerce technology made Swannndri's decision to partner-up an easy one.

The Results

eStar's eCommerce experience, mature design skills, and eCommerce functionality helped Swannndri get closer to their customers.

Mobile revenue
grew by
2,000%

The project was on time, on budget, and to Swannndri's high expectations.

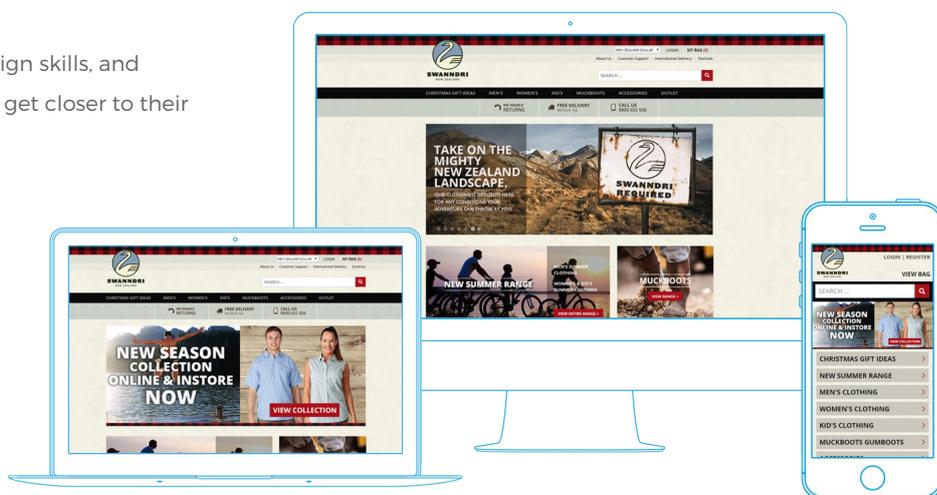
After the first six months of the new Swannndri site going live, the business impacts of what Swannndri and eStar worked together on became very clear (these numbers are compared against the same period from the previous year):

- Consumer engagement grew by 107%
- Transactions grew by 135%
- Online revenue grew by 160%
- Mobile revenue grew by 2,000%
- Mobile conversion rates grew by 200%

As a result of eStar's design team understanding the strategy, the brand story, and how to leverage the eStar eCommerce technology, they were able to infuse functionality throughout the site to enhance consumer-buying behaviour and help Swannndri dramatically improve usability and the user experience. Key reasons for the amazing results.

“eStar's design team perfectly reflected our brand story.”

Angela Lee - Head of eCommerce and Social Swannndri



Brand Experience. Delivered Together.

www.estaronline.com
sales@estaronline.com

AU 1800 503 891
NZ 0800 151 655

