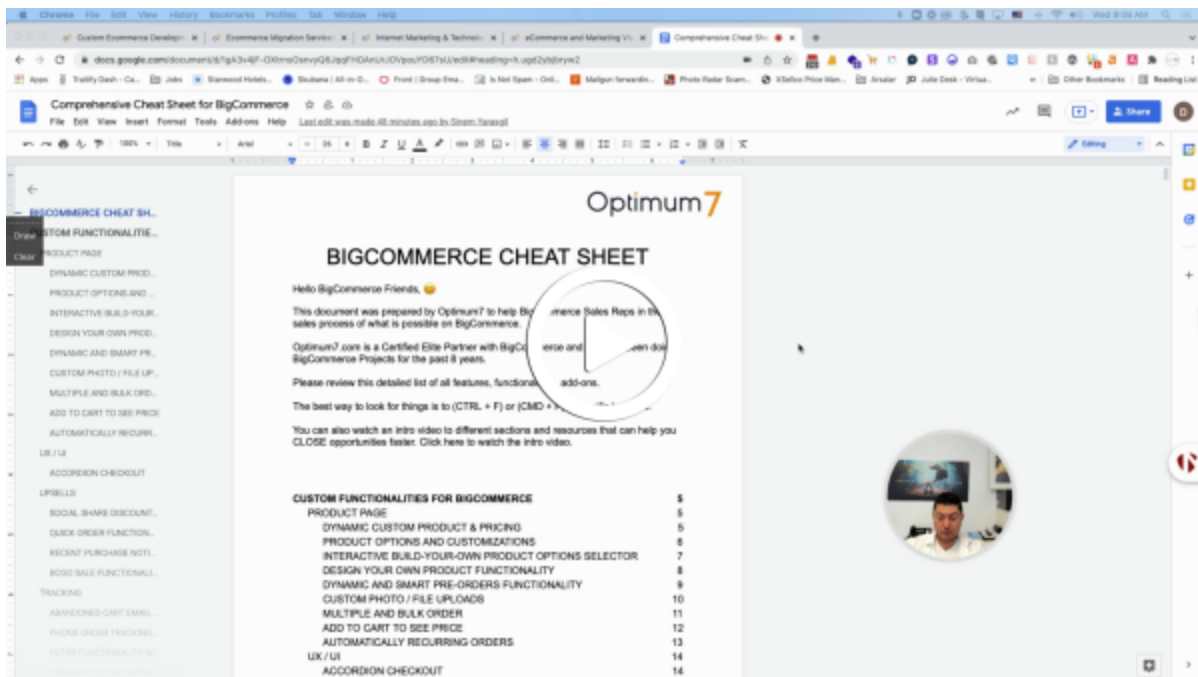# BIGCOMMERCE CHEAT SHEET

Hello BigCommerce Friends, 😊

This document was prepared by Optimum7 to help Bigcommerce Sales Reps in the sales process of what is possible on BigCommerce.

Optimum7.com is a [Certified Elite Partner](#) with BigCommerce and we have been doing BigCommerce Projects for the past 8 years.

Please review this detailed list of all features, functionalities, add-ons.

The best way to look for things is to (CTRL + F) or (CMD + F) a specific keyword.

You can also watch an intro video to different sections and resources that can help you CLOSE opportunities faster. Click below to watch the intro video.

Watch Video (04:12)

Comprehensive Cheat Sheet for BigCommerce

Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)

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CUSTOM FUNCTIONALITIES FOR BIGCOMMERCE

PRODUCT PAGE

1. DYNAMIC CUSTOM PRODUCT & PRICING

Dynamic Pricing creates real-time incentives for your customers to buy more products, enter their email addresses, and become return customers. In short, you get more conversions and sales by rewarding your customers as they travel down your sales funnel. This feature lets you offer personalized discounts when customers do things like verify their email address, or add more items to their cart.

Optimum7 created a dynamic, 5-step customization process for customers to create their own personalized, branded packaging all on one product page. This custom dynamic ordering process can be implemented for any product with many options and pricing levels.

2. PRODUCT OPTIONS AND CUSTOMIZATIONS

This functionality allows you to create the option to customize particular products visually along with options such as color, size and monogram. It also enables preview functionality for your customers to see what they are ordering before they finalize their sale.

Our in-house team of developers and designers were able to create a functionality that allows your eCommerce clients to customize their products with a live, in-browser preview. They can also see the updated tiered pricing based on quantity in real-time.

3. INTERACTIVE BUILD-YOUR-OWN PRODUCT OPTIONS SELECTOR

This functionality makes it possible for customers to view a real-time visual example of what the product they are building will look like if they order it. It allows customers to click through all of the available options for each customizable product. The functionality is great for online stores that sell clothing and any other customizable items.

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This functionality is extremely beneficial for businesses selling products that are available in a variety of styles and customization options. It allows customers to see what they are going to receive depending on the options they choose.

If a store offers customers 1 shirt style with 20 different collar options to pick from, but it doesn't provide a visual of what each collar looks like, then how could a customer possibly know which collar to choose?

The Build-Your-Own Product functionality by Optimum7 makes the shopping process easier for customers who are perusing customizable products.
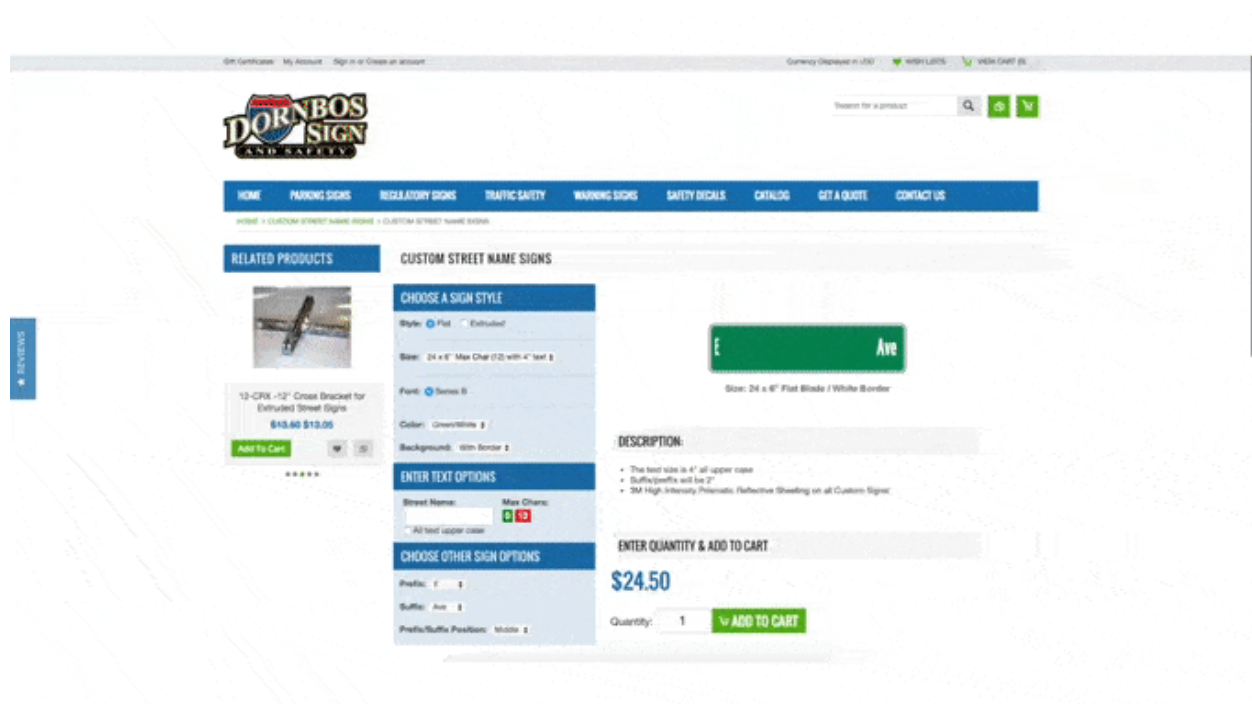
4. DESIGN YOUR OWN PRODUCT FUNCTIONALITY

Does your online business sell products that can be easily customized with various features and/or designs? Perhaps your products can be used for company, club, or organization swag. Or maybe a school or sports team would appreciate customized products from your store. If this is something your business can do, then you might

consider implementing the Design Your Own Product functionality to your eCommerce website.

With this functionality in place, users of your website can design their own products and see renderings of the products that include the customizations and options they choose. For example, if a user is designing a key chain, then the functionality will show an image on the keychain that the user uploaded, in addition to any features the user picked out, like a clip. Customers can easily design the products they want, see an idea of what the products will look like, and choose how many of the products they'd like to order–all with this one functionality.
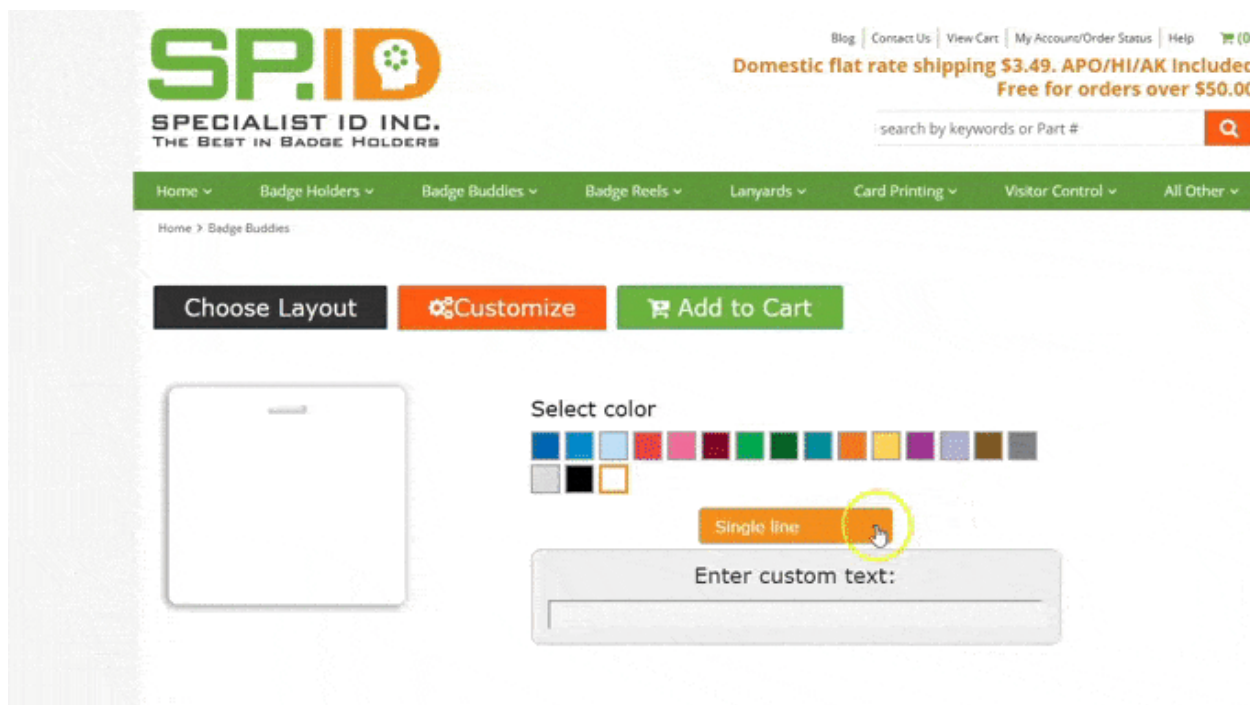
5. **DYNAMIC AND SMART PRE-ORDERS FUNCTIONALITY**

Let's say you set out a product for pre-orders, but the public surprises you and orders far more than you were prepared to deliver. You manufactured 200 t-shirts, but then people tried to order 300. Good problem to have, right? Not necessarily. If you can't fulfill the order, your e-commerce store gets a terrible reputation and loses business. You can prevent this problem with dynamic and smart pre-orders from Optimum7.

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Analog Watch with pink real leather straps

~~$449.00~~ **$399.00 Sale**

Date

| 2 |

PreOrder Price : **$ 349.00**

GET $50 OFF ON PRE-ORDERING
rn
rnAvailable for customers to pre-order beginning Monday, July 16 at 12:01 a.m. PST on our website.
Hurry up! before all the products get out of stock

| **34** | : | **21** | : | **02** | : | **35** |
| Days | | Hours | | Minutes | | Seconds |

Quantity

| 1 |

Hurry! up 49 units left.

You cannot buy more than 5 units at a time.

Payment Option

◯ Full Payment

◉ Partial Payment | Minimum $ 149.00 you have to pay |

PREORDER

0 customer has already booked this product

A **watch** is a timepiece intended to be carried or worn by a person. It is designed to keep working despite the motions caused by the person's activities.

f SHARE   **y** TWEET   **p** PIN IT

6. CUSTOM PHOTO / FILE UPLOADS

Customers may also want to customize your products with a personal picture or brand them with a company logo. This functionality allows your customers to browse their computer for any file types and vectors included and add them to their order. Pair this with the proofing add-on below for an even better shopping experience.

Custom Photo File Upload displays a field on customizable product pages which allows users to upload their own file in accordance with your specifications for file type, file size, and image dimensions. The image file is attached and included with the particular SKU for the product it was uploaded on to for easy order fulfillment. You can specify multiple rules and conditions for the type of files that are allowed to be submitted.
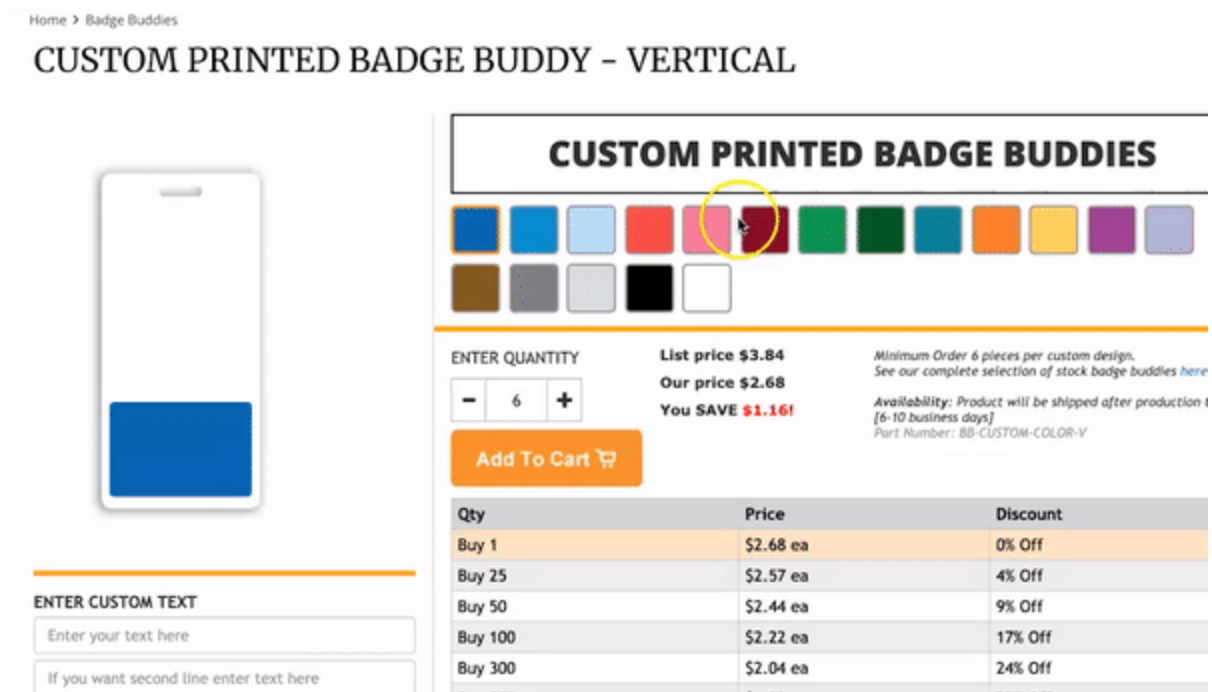
Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)

If you already offer users the ability to customize their products via options such as color, text and monograms, take the next step in customizability by allowing users to also use their own images on your custom products.

7. MULTIPLE AND BULK ORDER

Help your customers order more, faster! This functionality allows them to add multiple products to their cart without searching for them on different pages and without loading new pages. All they need to do is enter the product code. You can even have the product name pop up while they type the code number so they can verify that they're ordering the right item. Because it's optimized for placing bulk orders online, this is ideal for B2B and wholesale eCommerce sites.

This functionality in its simplest form will allow users to add multiple items to their cart at once by inputting the product code into the functionality. The functionality will verify that the selected products are correct before adding the items to a user's cart. In its most advanced form, this functionality will allow users to upload custom Excel sheets containing product names, product codes, and quantity into the system. The system will verify that each product is correct before adding all items to a user's cart.

Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)
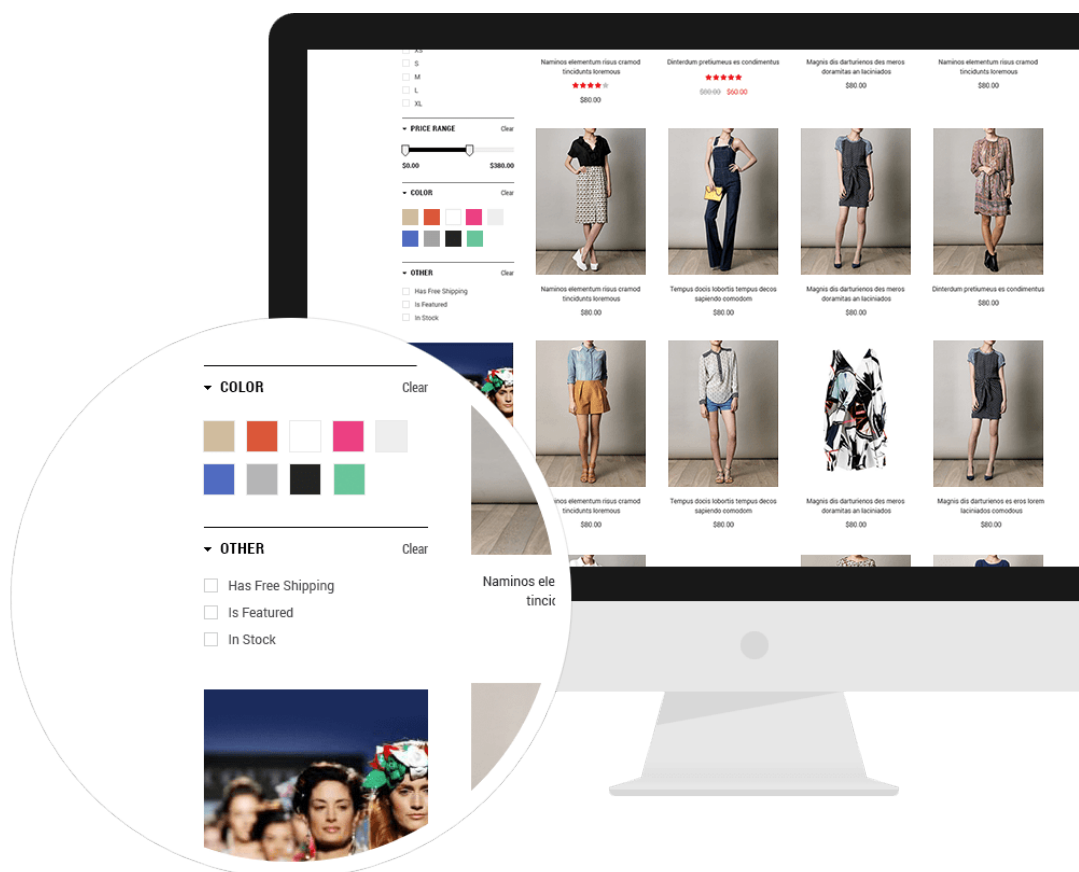
8. ADD TO CART TO SEE PRICE

Hide the price of a product unless a user adds it to their cart. This functionality encourages users to add items to the cart and builds a sense of scarcity that gets the user excited about completing an order.

This functionality will encourage your customers to add a product to their cart to see the price of it. This moves them farther through your sales process and creates a sense of curiosity, desirability and scarcity about your product.

This functionality moves your customers further through your sales process by rewarding them with new information when they do so. It carries a connotation of a certain amount of luxury to your product.
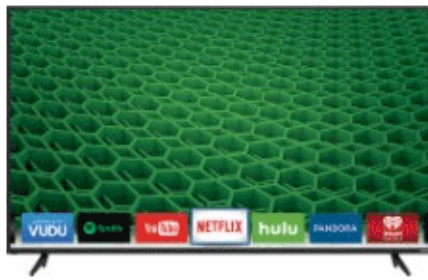
VIZIO - 60" Class (60" Diag.) - LED - 1080p - Smart - HDTV - Black

⭐⭐⭐☆☆ 3 (2 Reviews)

$???.??

SAVE $70 (Reg. $599.99)

Add to Cart to See Price

Sharp - 32" Class (31.5" Diag.) - LED - 1080p - HDTV - Black

⭐⭐⭐⭐½ 4.6 (320 Reviews)

$???.??

SAVE $30 (Reg. $179.99)

Add to Cart to See Price

9. AUTOMATICALLY RECURRING ORDERS

Upsell your customers automatically recurring orders when they are ordering a product that is regularly needed. This functionality can also offer customers a discount when they sign up for a recurring order and can show them how much they are saving.

This functionality will let you offer a discount to customers if they choose a recurring regular order for a regularly recurring need. This gives you a regular sale and offers the customer convenience.

UX / UI

10. ACCORDION CHECKOUT

The Accordion Style Checkout functionality will change the layout of your checkout process by breaking up the checkout steps into multiple expandable fields. It presents only one step at a time for an attractive presentation and simplified layout. It can be customized for as many steps are necessary. It prevents the user from having to load multiple pages.

The benefit of the Accordion Style Checkout functionality is that the customer saves time by not having to wait for multiple checkout pages to load. This is better customer service and will prevent whatever sales are lost due to impatience with your system.

UPSELLS

11.   **SOCIAL SHARE DISCOUNT FUNCTIONALITY**

Looking for a way to make your products more visible? With our social share functionality, you can offer users the ability to share specific products by doing so they'll receive a discount when they checkout. This functionality can be placed on product pages or shopping carts before a user checks out and a popup will show up asking them to share and receive a discount.

This functionality can be implemented on any product page on your site. When a customer visits a product page with this functionality a pop-up box will appear asking the person to share the product page on social media. The pop-up box will tell the customer that he or she will receive a discount (that you choose) if he or she shares the page. This functionality can also be placed on a website's shopping cart page.

12. QUICK ORDER FUNCTIONALITY

The Quick Order functionality allows users to order products fast. All customers have to do is select the product(s) they want, the number of particular products they want and proceed to checkout. This functionality eliminates the part of the buying process that makes shoppers view new web pages of product details.

The Quick Order functionality makes the buying process efficient for buyers who know what they want and just want to get it and get out. It can also increase conversions for online businesses that implement this functionality because buyers can complete purchases faster without distractions to keep them from finalizing their orders.

People who shop online appreciate efficiency, especially when they know what they want. With this functionality, people can buy what they want quickly and if they need to learn more about a specific product then they still can by viewing the full product page (not the quick view option).
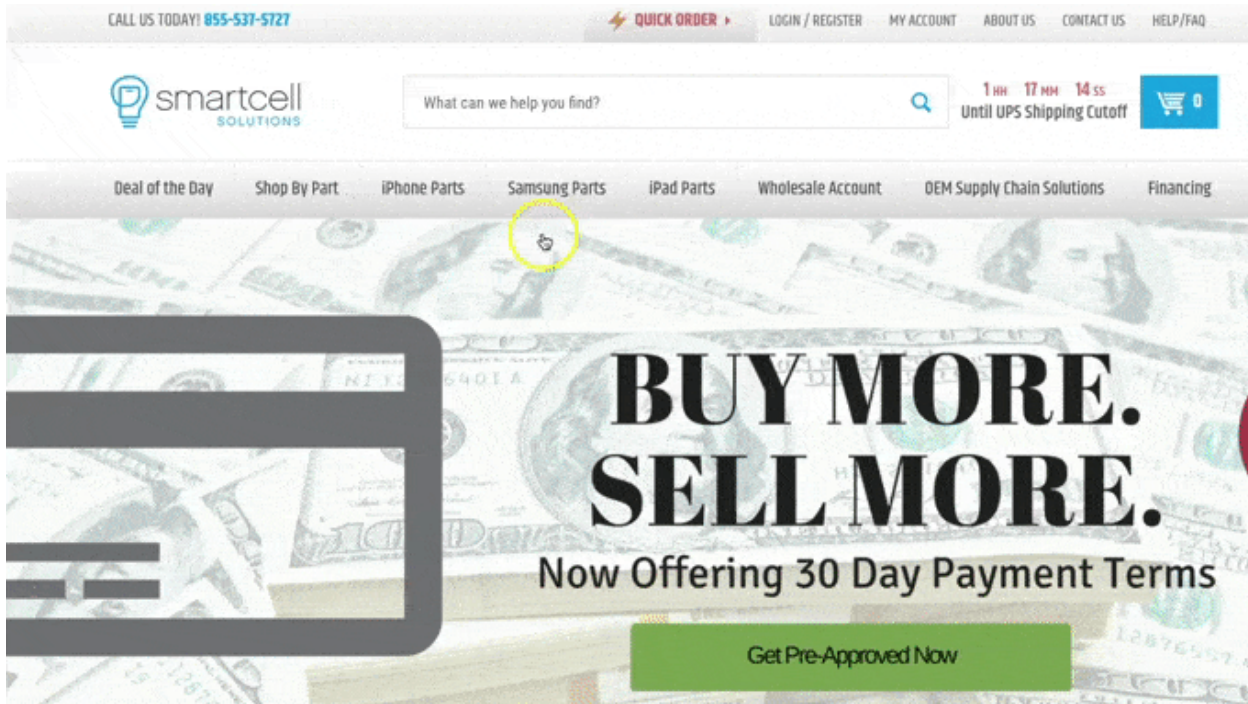
13.   RECENT PURCHASE NOTIFICATION FUNCTIONALITY

Optimum7's Recent Purchase Notification is a small notification popup that generally appears on the bottom of the home page or product pages of your website. It lets visitors know the most recent item that was purchased from a customer. This functionality is fully customizable; it can be configured to display the name of the customer, their location, date and time of purchase, product link and so on.

The benefit of the Recent Purchase Notification is that it shows customers how often other customers are buying products. It can validate a customer's decision to purchase a product, because he or she can see that other customers are actually making purchases, thus increasing the credibility of a store. This functionality can also encourage customers to act fast and go through with their purchases before other people buy the products--this is especially useful if inventory is limited.
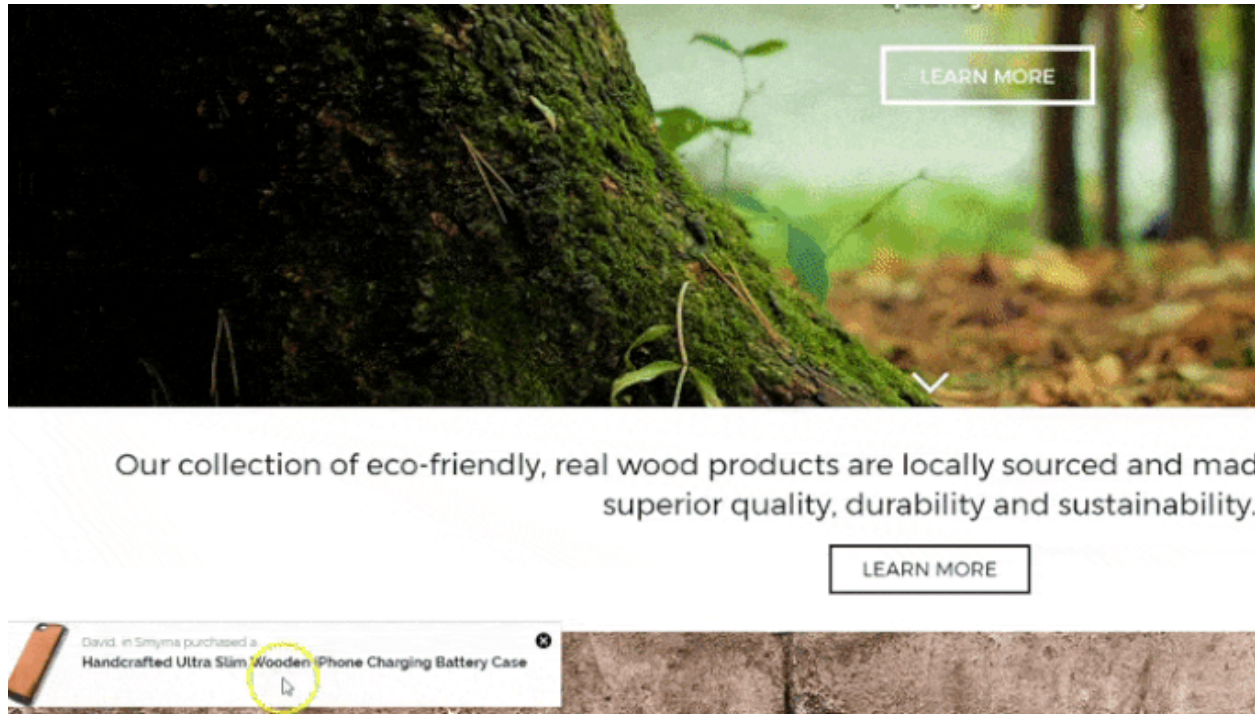
14.   BOGO SALE FUNCTIONALITY

Ecommerce stores can promote specific products by offering two products for the price of one with Optimum7's BOGO Sale functionality. The site admin can apply the BOGO discount to any product he or she wants to promote and the promotion can last any duration of time.

The BOGO Sale functionality automates the BOGO promotion for customers and store owners. For example, if the promotion is 'buy 5 pairs of socks and get the 6th pair free,' then the functionality will automatically add 1 pair of socks once 5 pairs are in the online shopping cart. This functionality can be applied to any product too.

Without this functionality, the BOGO promotion is harder to make happen because it has to be applied manually. This can be a tough job for whoever is applying for the discount because the qualifications for the discount might be easily overlooked or mistakes might be more easily made. This functionality makes the BOGO promotion a breeze for store owners and customers can see that the promotion is applied instantly.

TRACKING

15. [ABANDONED CART EMAIL FOLLOW UP](#)

Immediately capture every user's email address when they enter it on the checkout page. If the user abandons their cart, their captured email address can then be used to send them abandoned cart emails to encourage them to return and complete their purchase. This functionality can also send abandoned cart emails to users with existing accounts on your site.

When customers enter their email addresses onto the checkout page, the [Abandoned Cart](#) functionality captures the email addresses. Then, if the customers do abandon their carts, the functionality sends a follow-up email to their email addresses asking customers if they'd like to complete their purchases. This functionality can also send abandoned cart emails to users with existing accounts on your site.

The benefit of the Abandoned Cart Email Follow-Up functionality is businesses might get a few more customers that without this functionality would be lost. Customers are given the opportunity to continue shopping with the shopping cart they abandoned or they can completely abandon their cart.

Review Over 700 BigCommerce Feature and Functionalities [Here](#)
Ask Any Questions [Here](#) (Dedicated BigCommerce Form)

16.   PHONE ORDER TRACKING SYSTEM

Optimum7 can develop a system with an eCommerce company's shopping cart platform that will help the business know when and when not to attribute over-the-phone orders to paid media campaigns. We do this by implementing a unique session ID for every visitor. When a customer calls to place an order, the sales representative will ask the person for his or her session ID. Then, the session ID is matched with Google Analytics and Google Analytics can measure whether customers found the website via organic search, paid advertisements, or social media. This functionality integrates all data from phone orders in an easy-to-read report.

The main benefit of this functionality is companies can easily know how successful their paid media campaigns are. For example, if phone orders increase, then it's good to know if it's because of the campaigns or completely unrelated. With this functionality, companies can know if their paid media campaigns are worth the money or ineffective.
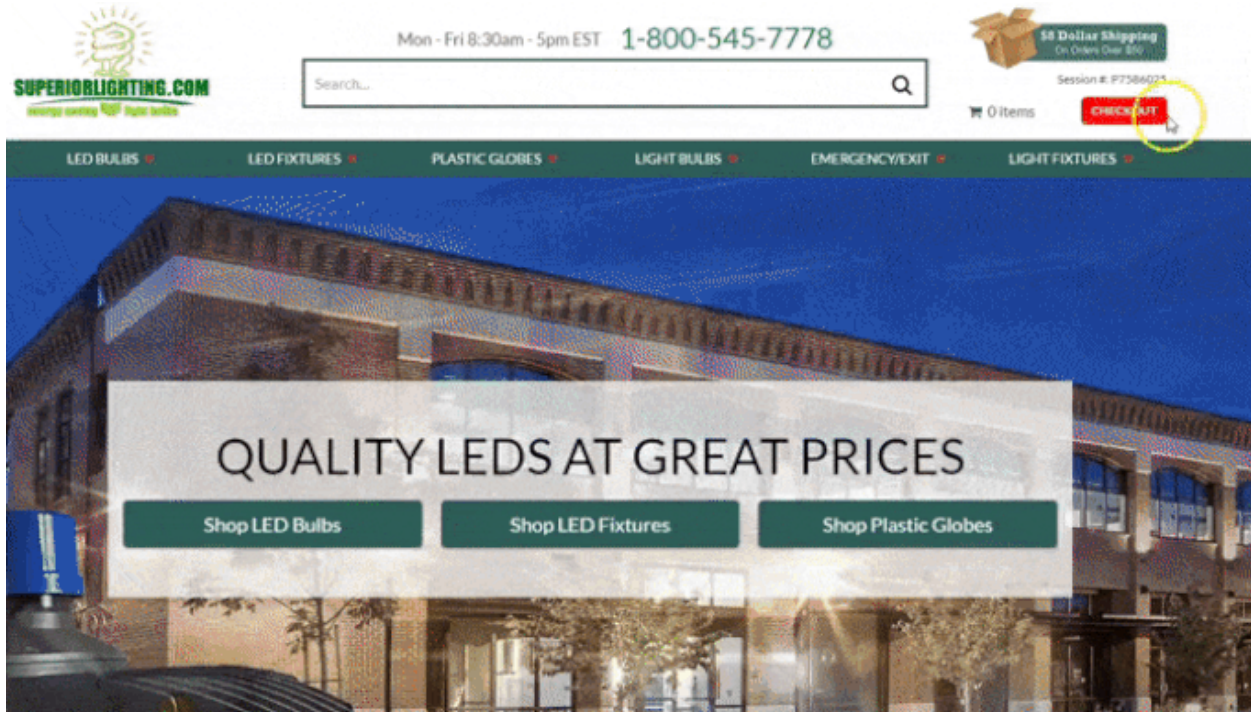
17.   FILTER FUNCTIONALITY WITH ANALYTICS

On the front end, this functionality allows users to filter or search for products by style, color, weight, material, shipping options and much more. The options for searching products are fully customizable to your website. Users can easily select the filters on the sidebar to see products with those specifications. Also when users type a "phrase" on the search bar, products are automatically filtered out to show product results that contain that "phrase" in the title.

On the backend, web administrators are able to analyze user search behavior and manage how products are displayed on the front end. The analytics portion shows detailed information such as search queries users typed, number of hots per search query, searches by IP and country, search query typos and much more. The product display on the front end is custom-tailored to show products that are trending, top-selling, or with the most views or likes.
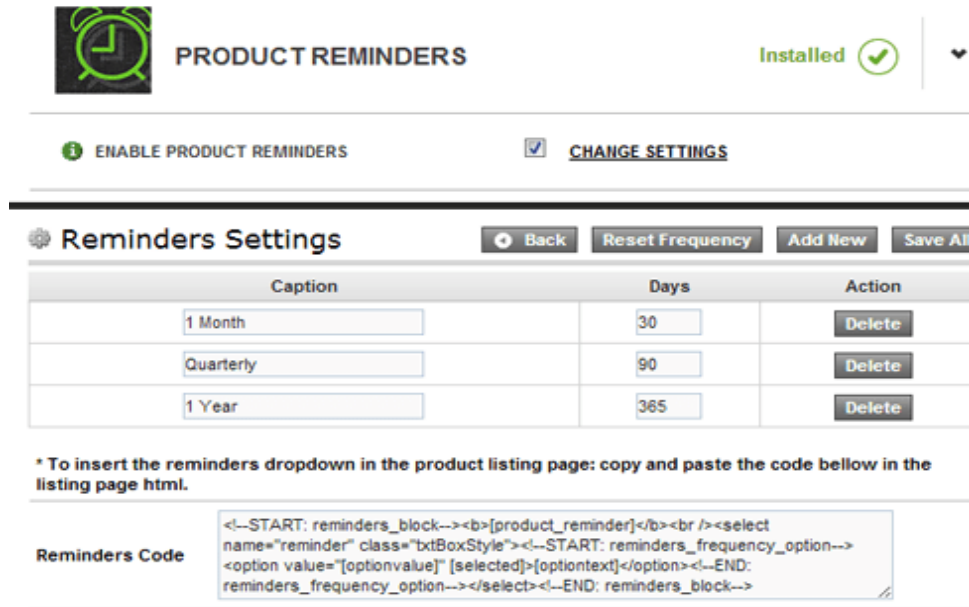
Administrators also have the option to use synonyms, whenever typos are made by users. An example of this would be "Chiar" when the user intended to type "Chair". This feature will still keep the user's intent in mind and shows the appropriate products.
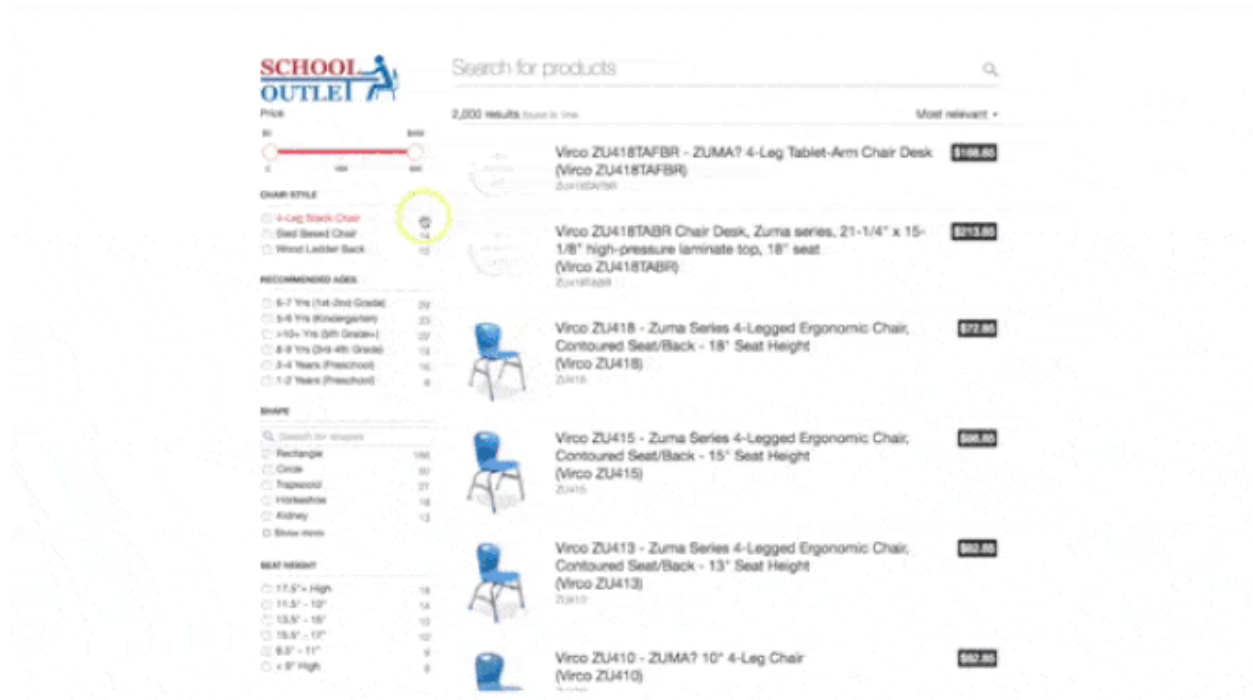
18.   COMMISSION AND REPORTING FOR RESELLERS

Allows you to set up your store for 3rd party resellers and vendors to sell on your site. This functionality also permits you to keep detailed records of all 3rd party transactions. If your eCommerce platform or business needs to calculate commissions of resellers or referrals, this system will make it efficient to assign commissions on a per reseller basis and track totals accordingly.

The Commission and Reporting Functionality For Resellers allows online businesses to set it up so 3rd party resellers and vendors can sell on the businesses' website.

OPERATIONAL

19.   VALIDATE MY ADDRESS FUNCTIONALITY

If you've ever waited for a package to arrive at your door and it never showed, only for you to figure out you entered your shipping address incorrectly, or if you're a business owner and you're sick of getting packages returned to sender because of wrong shipping information, then you'll appreciate Optimum7's Validate My Address Functionality.

Optimum7 can implement this functionality for UPS, USPS, FedEx, DHL, and TNT. The benefit of this functionality is avoiding delayed and returned to sender packages. The functionality ensures addresses entered by users are correct and this helps avoid shipping errors due to improperly entered addresses. If an address does not exist or a customer forgets to enter a direction for a street name when a direction is necessary, then this functionality will catch the mistake and offer suggestions for more appropriate addresses.

20. AGE VERIFICATION

Verify the age of your users and decrease liability for your business with this feature. Some products come with a minimum age requirement, which is why the checkout process includes a section for verifying the shopper's age. The Age Verification functionality is automatically set up to appear for brands or products that have particular age requirements. Users must verify their age before continuing to the site or before making a purchase for some sort of controlled/restricted item. It helps to minimize the liability of a supplier when providing customers with a particular product or service.

When the Age Verification functionality is in place, it will automatically appear to users of the website. Customers will be asked to verify their age before continuing on to the site or before purchasing an age-restricted product. Users will be asked to verify their age by entering their date of birth, including the year in which they were born. This functionality can also confirm purchasers' birthdays by connecting with their Facebook accounts.
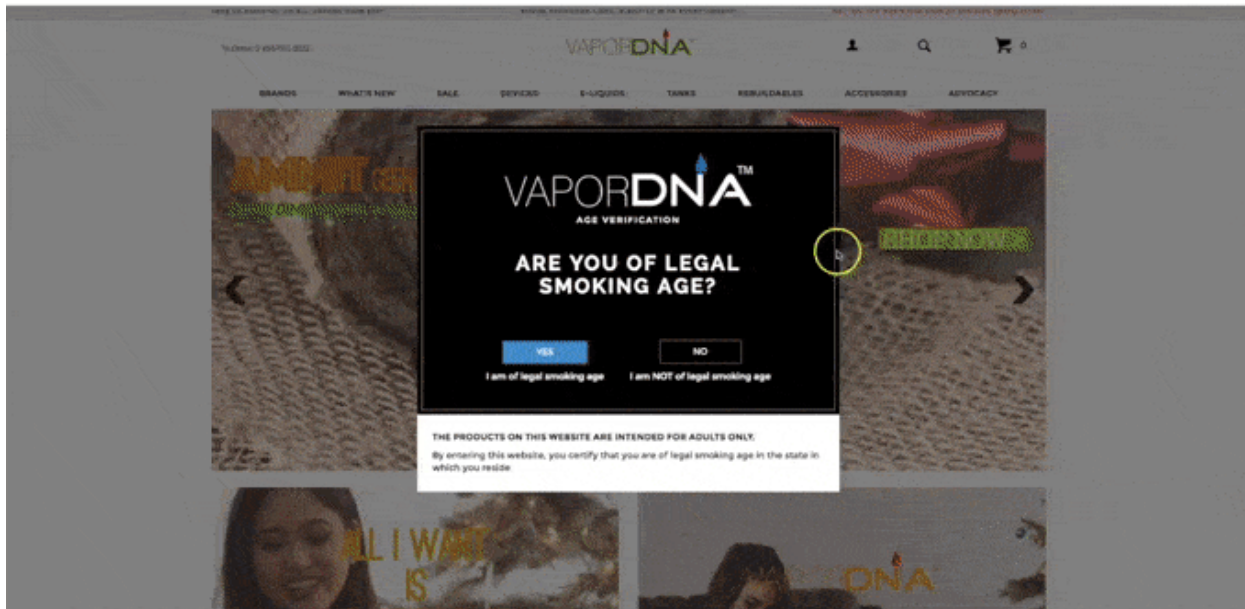
21.   DIGITAL SIGNATURE AND E-SIGN FUNCTIONALITY

Give users the ability to digitally sign their name and a custom proposal, offer or quote on the checkout page. This functionality displays a simple mouse and touch-friendly widget that users can use to digitally sign their name, company, and date. This digital signature then remains attached to the customer's order for future reference or the data can be sent back to another system via API. This functionality can be used with BigCommerce, Shopify, Volusion, Magento, WooCommerce, 3DCart, Miva, Prestashop and Opencart. It can also integrate with the digital signature and eSign providers such as DocuSign, Adobe Sign (Adobe Document Cloud), Eversign, Sertifi, RightSignature, Esignly, Canvas, Esign Genie, Signing Hub and Signix.

Some companies might also include this to integrate with the CRMs such as Hubspot, Salesforce, Nutshell or Pipedrive. If you require a signature for eCommerce or any other online products or services, this is the right solution for you.
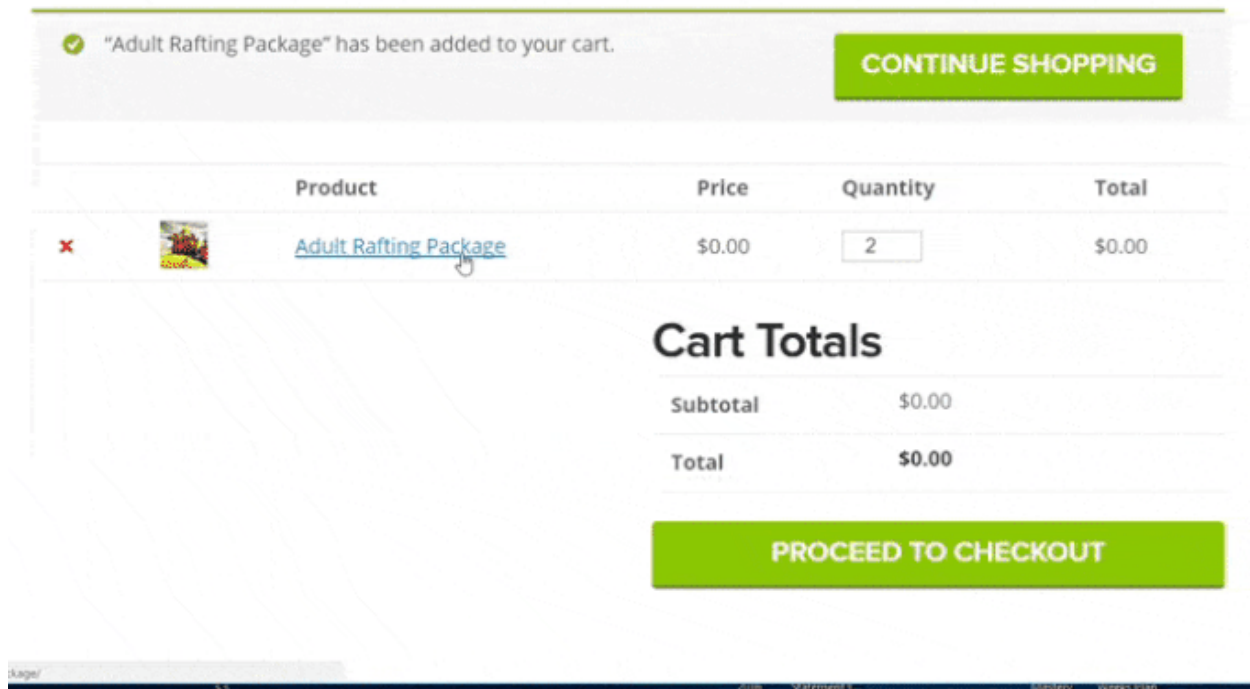
22.   SHIP-TO-FFL FUNCTIONALITY

Optimum7's Ship-To-FFL functionality makes it simple for customers to search for local FFL dealers, upload their dealer's FFL licenses, and select the FFL dealers they want their firearm and/or ammunition orders sent to.

The benefits of the Ship-To-FFL functionality include: making the process of finding local FFL dealers easier for customers and allowing FFL dealers to upload their FFLs directly to firearm vendors' websites. With this functionality implemented, customers can complete their online gun orders quickly and gun vendors can ship orders without a lot of back and forth communication with customers and FFL dealers.
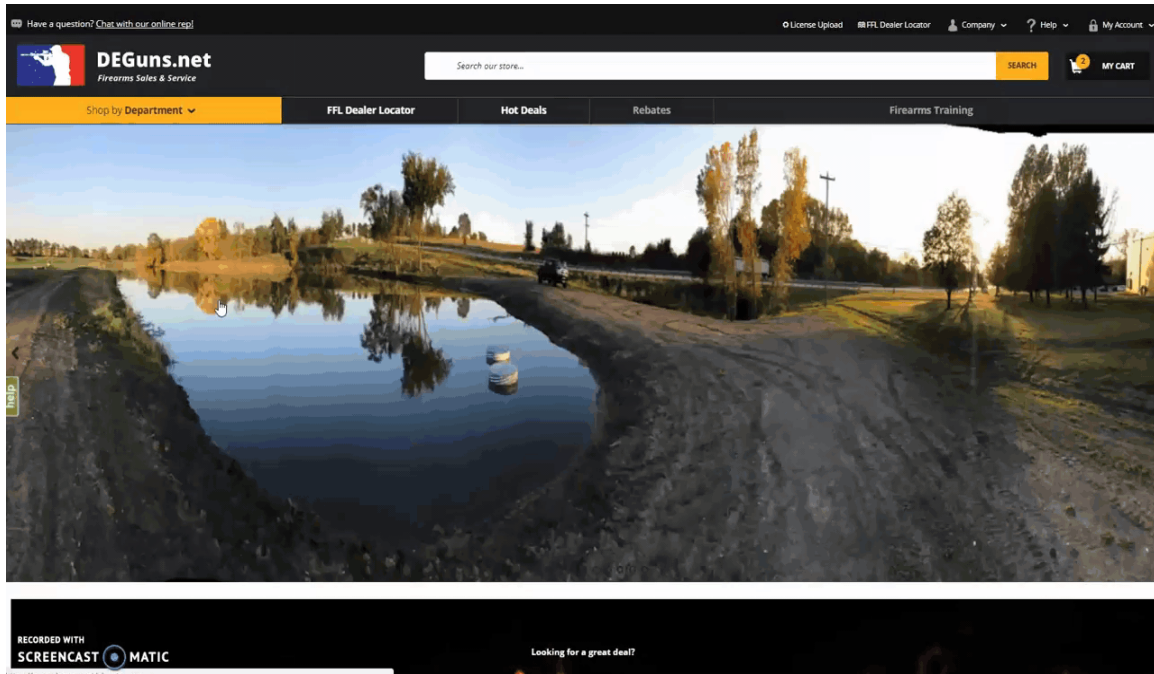
23.   [MULTIPLE SHOPPING CART INTEGRATION](#)

This functionality lets you integrate and combine shopping carts on multiple platforms for centralized inventory, pricing, and orders. Works across Volusion, BigCommerce, Magento, WooCommerce, and Shopify.

A central location for your inventory, pricing and order management will streamline your workflow and help you keep everything in one place. This saves time and saving time saves money.

[Multiple Shopping Cart Integration](#) will keep your information a little more organized. You have a lot to keep track of, and multiple platforms can make things even more confusing. This will let you provide a better degree of customer service.
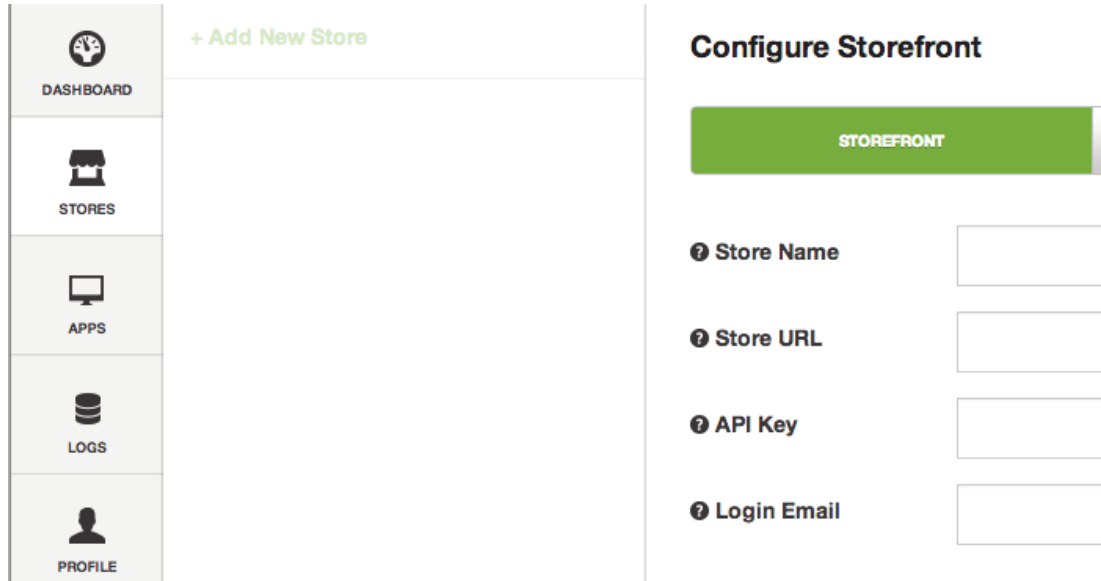
24. 2-STEP ACCOUNT LOGIN VERIFICATION

Keep the accounts on your site more secure with a 2 step login process. When a user logs in or registers they will go through the usual steps of filling out their information. When they have completed the first step, they will be required to verify their account in a second step. This is done by sending a unique code to a user's cell phone which the user will use to verify their account on their site. This additional level of security will help users feel more comfortable shopping on their site. This functionality can be modified to require account verification each time a user logs in.

When the 2 Step Account Login Verification functionality is implemented on a website this is what happens:

- A customer enters his or her login information (usually an email and password…a cell phone number is either associated with the account already or must be entered as well)
- A text message is sent to the customer's phone with a verification code
- The customer must enter the code on the website to gain access to his or her account

Optimum7 can also set up this functionality to send activation links to customers' emails. Once customers receive the activation links, then they can click the links and

complete the account activation process–this then allows them to fully access their accounts.
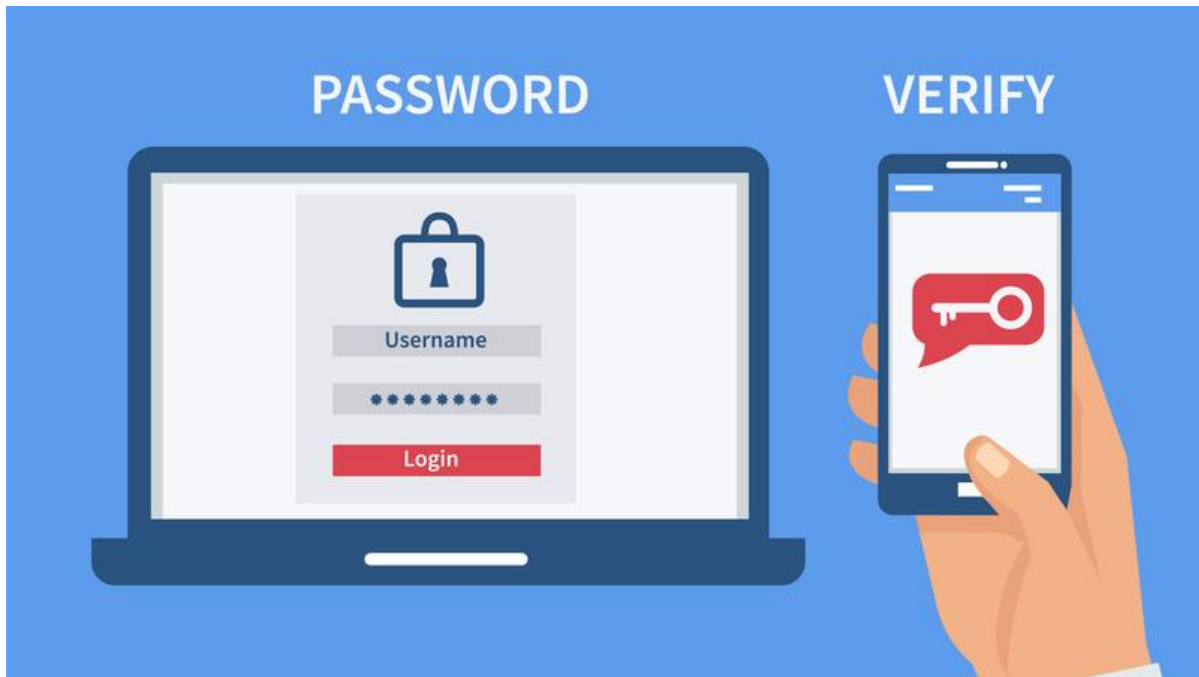
25. **AUTO FILL IN FOR ZIP CODE, CITY, STATE**

The zip code auto-fill state and city functionality will take the zip code user inputs and check it against a database. The functionality will then auto fill the user's state and city to speed up the checkout process.

The Auto Fill In for Zip Code, City, State automatically checks a zip code against a database and fills out the rest of the information based on the results.

The Benefit of the Auto Fill In Zip Code, City and State are that it improves customer service. Your customers won't have to go through the tedious process of filling out each and every line.

ADDRESS 2 (OPTIONAL)

ADDRESS 3 (OPTIONAL)

ZIP CODE

33708

We will look up your city and state from the ZIP Code. Saturday Next Day Delivery is available for this address.

CITY AND STATE

Madeira Beach   FL

26. SINGLE SIGN ON (SSO)

The sign-in via Facebook functionality will allow users to log in or create an account on your site using their Facebook account. This is an easy way to increase account creation on your site as well as obtain a user's information including their birthday, email address and other basic info. (This is only possible on certain eCommerce platforms).

Sign in Via Facebook lets users create accounts with their Facebook information including Facebook profiles, names, birthdays, and more.

This will save your customers the tedious process of filling out line after line of personal info on a form. They already did it for Facebook, and now they can sign up for an account with you easy as pie.

Confirm Password

Fear not -- your info is safe with us. By clicking continue, you agree to our Terms of Use and Privacy Policy.

CONTINUE

or

f **Join with Facebook**

It's fast and easy. We will **never** post without your permission - pinky swear! Learn More »

27. AMAZON INTEGRATION

As the owner of an online business, have you ever wished for your Amazon orders to be automatically transferred to your eCommerce or BigCommerce admin? Or maybe you want your eCommerce product quantities automatically updated on Amazon. Whatever it is you want to happen with your website and Amazon, it's possible with Optimum7's Amazon Integration functionality.

This functionality makes it easy for online businesses to transfer orders placed on Amazon to businesses' eCommerce websites and communicate inventory details from eCommerce websites to Amazon. Any relative information can be communicated between the two.

The Amazon Integration functionality makes running an online business and using Amazon in correlation with the online business easier. With this functionality implemented, Admins of eCommerce websites can see orders placed on Amazon on their eCommerce platform and inventory information can be communicated from the eCommerce site to Amazon. The benefits of this functionality are organization, convenience, and accuracy.

amazon

28.   AUTOMATED DROPSHIP XML INTEGRATION AND EMAIL PARSING

Your e-commerce store probably uses drop shipping to fulfill some or all of your orders. However, sometimes you will get such a large volume of orders that it can become difficult to coordinate with warehouses. Sometimes those warehouses are in multiple states or even multiple countries. This functionality lets you automate your dropshipping order fulfillment. This integration automates your drop shipping emails, saving you time, avoiding order mistakes, and helping you stay organized.

When a customer places an order at your e-commerce store, this feature automatically sends that order information to the appropriate drop shipping warehouse. This streamlines your workflow, saves you time, and helps you stay on top of high volumes of orders. It makes your fulfillment process happen faster.

29. CONDITIONAL SHIPPING OPTIONS

Do specific products from your store ship via different shipping carriers? It might be difficult to configure this on a per-product basis. We can hide or display shipping methods according to any condition you want to set.

Customize shipping options based on which carrier service delivers your product using this feature. Some Ecommerce stores use specific shipping methods for different products. This feature lets you hide or display shipping options to customers based on any condition you want to set. This is better customer service because a customer won't choose an unavailable shipping service.

#1: Valid countries for Europe Zone A | Remove

Short Description: | Exclude Zone B when shipping to a country from Zone A | ?

Exclude Shipping Methods | × Europe Zone B

Show Excluded | ☐ ?

Conditions [?]

☐ Shipping Country ⇅ | is ⇅ | × Belgium × Denmark × France × Germany × Italy
× Netherlands × Spain × United Kingdom (UK) | Select all | Select none

any State ⇅

☐ Billing Country ⇅ | is ⇅ | Select billing countries… | Select all | Select none

30. DELIVERY ELIGIBILITY FUNCTIONALITY

What's worse than filling out all of your shipping information only to find out that an online business doesn't ship to your location? Frankly, it's a waste of time and it makes shoppers quickly dislike stores that allow this to happen. If you have an online business
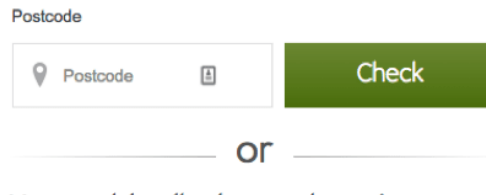
that does not ship to certain places, then perhaps Optimum7's Delivery Eligibility functionality is for you.

This functionality prompts users to enter their zip codes and then it determines if the users are eligible to have products shipped to their address. Users can try different zip codes to see which zip codes are eligible. Also, the functionality allows users to book a collection slot so orders will be ready to pick up at the store's location instead of being shipped directly to customers' homes.

B2B

31.   STORE LOCATOR FUNCTIONALITY

The Store Locator Functionality will automatically find the nearest store to the user and input this as the destination. The user will then be able to input their location and a route will be planned from the user's location to the destination. The user will also be able to email themselves these directions or print them.

It's easy enough to display your company's multiple store addresses on your company's website--your customers can copy and paste whatever address they want into Google Maps, or another navigation application, and figure out which store is closest to where they are. However, this can take a significant amount of time and some of your customers may not want to take the time to do this.

The Store Locator functionality benefits your customers by saving them time and hassle, and it benefits you, because your customers may be more likely to come into your store and buy products from you.
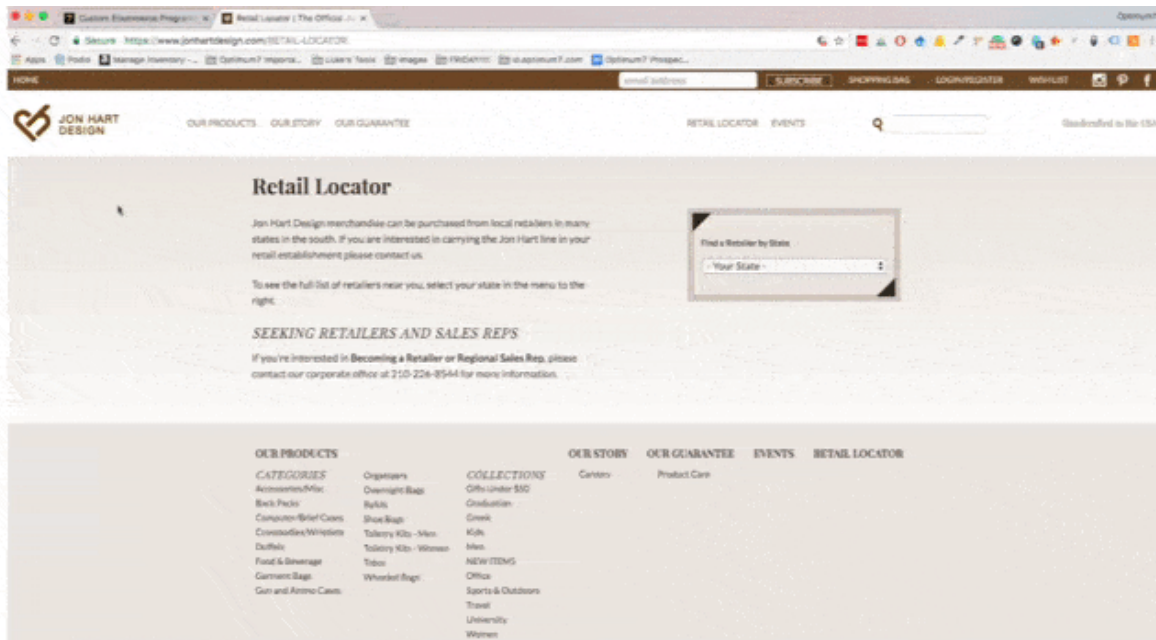
32. CUSTOM B2B QUOTE FUNCTIONALITY

The custom quotation request displays a form on the front end of the website that enables visitors to fill out customer information such as name, phone number, email, and additional comments of their inquiries. Once the submission is completed, a thank you submission page with a pop-up. A notification of the request will be sent to the sales or customer service representative, who can then contact the customer to address their additional questions.

Our custom B2B Quote functionality gives suppliers, merchants, and retailers the opportunity to convert incoming quotes quickly for customers that are ready to purchase for platforms such as Volusion, BigCommerce, Magento, and Shopify.

33. AUTOMATIC QUOTING SYSTEM

Spend less time processing quotes with our automated quote processing system. When customers request a quote, a PDF quote can be autonomously emailed to them in only minutes. Customers then have the option to accept and immediately complete their order by following a link in the email. If a customer does not accept a quote after a set amount of time, the quote can be set to expire in your backend.

When customers request a quote on your website, a PDF document with quote details will be automatically sent to their email address. Then customers can accept the quotes and complete their orders by following a link included in the email message. If a customer does not accept a quote after a set amount of time, then the quote can expire after a set amount of time.

CONVERSION OPTIMIZATION

34. **FACETED ADVANCED SEARCH & FILTER**

Faceted search makes it possible for e-commerce products to be organized by things like size, color, gender, category, price, and much more.

Any time you're trying to make improvements to your website, products, or services, it's always best to follow the example of industry leaders that are having success.

Look at an industry giant like Amazon. One of the reasons why they are so big is because they have exceptional functionality for searches and filters.

Elasticsearch is a popular solution for adding this type of advanced search to your website without having to do too much manual work on your own. The platform allows you to add search to your site while simultaneously indexing your content to increase product findability.

With JavaScript, you're able to sort and display large datasets on your website.

There are also ways for you to build a custom API and database that will work together with your design pattern to create a functional faceted search on your website.
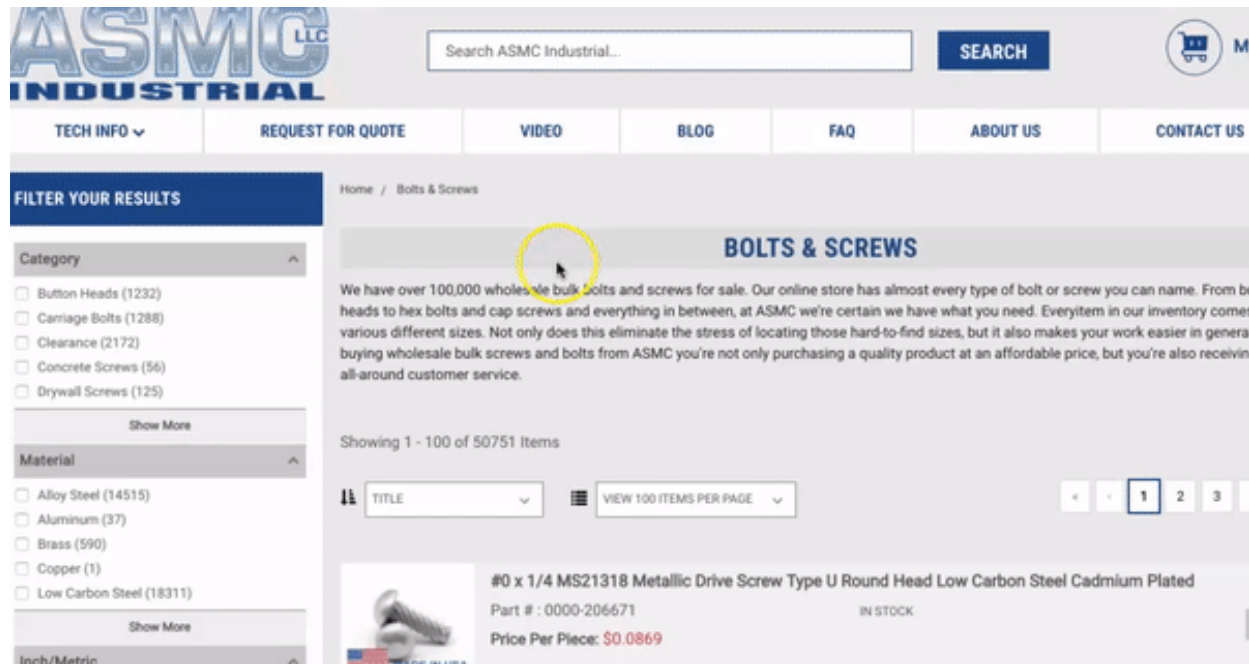
35.   PERSISTENT SHOPPING CART

This functionality keeps users' shopping carts full even if they log out of your website or exit out of the web browser. You can customize this functionality to keep items in shopping carts for a number of days or indefinitely (until users remove the items from their carts). This functionality can also remind shoppers that they have full shopping carts waiting for them on your eCommerce website.

It's unfortunate to lose a shopping cart after taking time to fill it up, but, regardless of whether exiting a website is on purpose or accidental, you can ensure customers have a second chance to reclaim their carts with the Persistent Shopping Cart functionality. Increase sales and establish better relationships with your customers with Optimum7's Persistent Shopping Cart functionality.

Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)

The Persistent Shopping Cart functionality is a great feature for any eCommerce website. Remind your customers what's in their shopping carts and encourage them to fulfill the orders they left behind.

36.   FACETED SEARCH WITH ALGOLIA

The term is also known as faceted browsing or faceted navigation. It's a technique used by e-commerce sites that augments traditional searches. A faceted search allows users to narrow down their search results by applying different filters.

Faceted search makes it possible for e-commerce products to be organized by things like size, color, gender, category, price, and much more.

Any time you're trying to make improvements to your website, products, or services, it's always best to follow the example of industry leaders that are having success.

PAYMENT

37. AVALARA AVATAX INTEGRATION

When you sell your products online, sales taxes are an operational nightmare. There are 50 different sales tax percentiles for states alone. Then add counties. Then add cities. You don't have time for it, but you have to do it. What if Optimum7 could give you a tool to make this process effortless?

Integrate Avalara Avatax with your e-Commerce store for fast sales tax calculations by zip code. This feature saves you countless hours of researching and accounting for state and local tax jurisdictions.

No more late nights tearing your hair out over state and local regional tax codes. Companies that use Avalara Avatax integrations can become more profitable with a speedy accounting process for sales tax codes. This functionality relieves one of the biggest operational headaches of running an eCommerce store.

38.   BITCOIN 3RD PARTY PAYMENT OPTION INTEGRATION

This integration will allow users to check out using a third-party Bitcoin checkout option. When a user finishes paying with Bitcoin, they will be returned to your site to finish the checkout process. This creates new opportunities when you close sales with what could well be the currency of the future.

Get more sales by accepting payment via a third-party Bitcoin system. Users will be redirected back to your website where they may continue searching for more products. When you use functionalities like these, you can keep yourself flexible, adaptable and profitable as digital economies continue to evolve.

This feature allows you to integrate a Bitcoin payment feature into your e-commerce store. Using this feature, you get to accept checkouts from people in Bitcoin. This feature integrates a third-party Bitcoin payment system which will redirect customers right back to your store after completing their payment.

39. PAY WITH MULTIPLE PAYMENT METHODS FUNCTIONALITY

Customers using a site with Multiple Payment Methods Functionality can pay with more than one payment method. Users can split the order amongst multiple credit cards with ease or mix and match payment methods to best suit their needs.

Normally, customers can use one payment method for each order submitted. This can be inconvenient if a customer would like to pay for parts of one order with different payment methods. With this functionality, your customers don't have to make separate orders to purchase items with different payment methods. This is beneficial for customers because it is convenient and saves time, and if customers are trying to avoid paying for an item with a particular payment method, then this functionality makes it easy for customers to do this.

Payment Method

◯ Pay with one credit/debit card online

◯ Pay with two credit cards online ←

◯ Pay with Dell Business Credit

New or existing DBC customers: Click "Continue" to verify an existing DBC or apply now

- Low monthly payments
- No initiation fee, No annual fee and No prepayment penalty
- Helps preserve cash flow

◯ Pay with PayPal
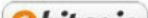
You will be redirected to PayPal's website to do the payment

◯ Redeem your Dell Gift Card

- If the balance on your gift card is not sufficient to cover the cost of your order, you will be invited to pay the balance by credit card.
- Any balance remaining on your gift card may be applied to future Dell purchases.

INDUSTRY-SPECIFIC CASE STUDIES

FURNITURE

1. OFFICE ANYTHING CASE STUDY

a. **Objective:** We have several goals with Office Anything: the first was to increase their online visibility so that their target market — office managers, entrepreneurs, and individuals with a home office — would see them after a customary Google search. The second was increasing their conversion rates, to ensure that revenue would, in turn, improve for the better. The third was ensuring that the user had a good experience on the website, selecting and ordering furniture with ease. When the user experience becomes better, that leads to the visibility and conversion rates' increases in turn.

b. **Challenge:** Due to low visibility and a dip in online traffic, Office Anything came to us in March 2019, for assistance with increasing their conversion

rates. Their website was not performing adequately in reaching customers and optimizing leads, even with Google ads and Pay-Per-Click ads. We decided to take a different approach to increase revenue, conversions, and visibility.

c. **What Optimum7 Solved:**
   i. eCommerce Migration
   ii. SEO
   iii. Website Redesign
   iv. Rebranding
   v. Custom Functionality: Advanced Search and Filter

d. **Link to Case Study:** [Office Anything Case Study](#)

2. ROSTEK CASE STUDY

a. **Objective:** Our main objective was to set up a new template for their online store and increase the visitor-to-customer conversion rates. Rostek allows its customers to select various product options, even custom ones. An easy and usable storefront design would help to increase customer satisfaction.

b. **Challenge:** Due to wanting a more attractive storefront and a pleasant online shopping experience for their customers, Rostek came to Optimum7 in October 2018. We offered to work on template customization for their BigCommerce store.

c. **What Optimum7 Solved:**
   i. BigCommerce Template Customization

d. **Link to Case Study:** [Rostek Case Study](#)

TOBACCO

3. CUBAN CRAFTERS CASE STUDY

a. **Objective:** Our goal was to ensure a pleasant online shopping experience for their customers. That way they could easily choose the premium cigars from grouped products on the same page. We aimed to stimulate conversions with the website structure and educate visitors about the selected products.

b. **Challenge:** In April 2019, Cuban Crafters reached out to Optimum7. They wanted to make their web store design more attractive and improve online shoppers' experience. Their business sells several brands that can be bought as single cigars, packs, or boxes. They wanted to ensure satisfaction for their online shoppers. Optimum7 decided to work on their store design to make the UI user-friendly. Our team would also ensure that customers could find desired products more easily.

c. **What Optimum7 Solved:**
   i.   BigCommerce Template Customization
   ii. Custom Programming

d. **Link to Case Study:** [Cuban Crafters Case Study](#)

HEALTH, BEAUTY AND COSMETICS

4. VITAMIN DISCOUNT CENTER CASE STUDY

a. **Objective:** Our main objective was to use a mega menu structure on Vitamin Discount Center's online store. This would make the website easy to use with well-designed navigation. A mega menu is an expandable menu type. It shows the many options in a two-dimensional dropdown layout. We aimed to help their visitors to easily and quickly find the products they desire.

b. **Challenge:** Vitamin Discount Center had a long list of options on their online store. They felt the deficiency of helpful visual clues to collect customers and their data. Due to wanting to improve their website's usability, Vitamin Discount Center came to us in December 2019.

c. **What Optimum7 Solved:**
    i.   Custom Functionality: Mega Menu

d. **Link to Case Study:** [Vitamin Discount Center Case Study](#)

5. WELLNESS PARTNERS CASE STUDY

a. **Objective:** Our core objective was to migrate Wellness Partners' existing website to a new eCommerce platform that is:

    i.   User-friendly, allowing multiple staff members to create and manage listings.
    ii. Fully-Customizable.
    iii. Integrated with their current inventory management and payment gateways.
    iv. Scalable, with to capabilities to add eCommerce technologies and functionalities as their business grew.

Based on those requirements and Wellness Partners' position in the market, we recommended one of the top eCommerce platforms for growing businesses, BigCommerce. BigCommerce is simple enough for small businesses to use and manage themselves, but powerful enough to accommodate your business needs as an online company grows.

b. **Challenge:** Wellness Partners came to Optimum7 for the same reason many businesses do: they had outgrown their eCommerce platform. As Wellness Partners grew its customer base and product offerings, it needed a scalable platform with the freedom and capabilities to accommodate the increased demand. Based on their business needs and the growth trajectory of their business, we recommended a full eCommerce platform migration BigCommerce.

Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)

  c. **What Optimum7 Solved:**
    i. 3dCart to BigCommere Migration
    ii. BigCommerce Template Customization

  d. **Link to Case Study:** [Wellness Partners Case Study](#)

6. HOLISTIC HEALER CASE STUDY

  a. **Objective:** We had several objectives with Holistic Healer & Wellness. The first was re-platforming and data migration including customer data, orders/transactions, products, and more. Being on BigCommerce would ensure increased product visibility and better conversion rates of our client's online store. The second was to effectively boost our client's conversion rates on the new eCommerce platform. In digital marketing, conversion optimization is a crucial process to increase the percentage of visitors to a website that converts into customers. The third was to improve SEO by adding content on category pages. A unique and useful category page content would help drive traffic and ultimately increase sales on our client's online store.

  b. **Challenge:** Due to enhancing a range of products, our client was in search of a more scalable eCommerce platform that is able to meet their needs. To this end, Holistic Healer & Wellness came to Optimum7 in 2019, and we suggested migrating the site to BigCommerce. Thanks to being a reliable and flexible eCommerce platform, BigCommerce would contribute to creating a strong online presence.

  c. **What Optimum7 Solved:**
    i. eCommerce Migration
    ii. BigCommerce Template Customization
    iii. Conversion Optimization

  d. **Link to Case Study:** [Holistic Healer Case Study](#)

7. GLITTER UNIQUE CASE STUDY

a. **Objective:** Our primary objective was to move Glitter Unique's current eCommerce store to a new platform. Considering our client's expectations from an eCommerce platform and product and category structure, we decided to migrate the store to BigCommerce.

We set a goal to provide a better online shopping experience to visitors and increase sales directly by improving user experience. That would also make handling customer volume significantly easier. In this way, our client would efficiently add new features and integrations and manage processes regarding the online store.

b. **Challenge:** In October 2020, Glitter Unique reached out to the Optimum7 team. They wanted a scalable eCommerce platform and a new storefront. In just a few weeks, we completed the analysis process and got started on the migration project.

c. **What Optimum7 Solved:**
   i. eCommerce Data Migration
   ii. Template Customization

d. **Link to Case Study:** [Glitter Unique Case Study](#)

SPORTING GOODS

8. REFEREE STORE CASE STUDY

a. **Objective:** A new template setup and customization was our main objective for The Referee Store. Considering the diversity of products and frequently updated gear, we aimed to keep visitors' attention on the site and present the products they were seeking.

b. **Challenge:** The Referee Store wanted to provide wider product collections to the visitors. They came to us in October 2019. We offered new template customization for their eCommerce website and focused on the essential features they'd like to use.

c. **What Optimum7 Solved:**
   i. BigCommerce Template Customization

Review Over 700 BigCommerce Feature and Functionalities Here
Ask Any Questions Here (Dedicated BigCommerce Form)

    d. **Link to Case Study:** [Referee Store Case Study](#)

TOYS, CRAFTS AND HOBBIES

9. QUILTIN4FUN CASE STUDY

    a. **Objective:** Our main objective was to migrate Quiltin4Fun from Volusion to BigCommerce. Our team also worked on its online store design to improve the company's productivity. We believe that effective BigCommerce features and attractive store design convert website visitors into online shoppers.

    b. **Challenge:** The business needed new and effective features on its eCommerce website. Quiltin4Fun came to Optimum7 in November 2019 for implementing these features. They wanted our web developers to migrate their online store to another eCommerce platform and work on store design customization.

    c. **What Optimum7 Solved:**
        i. eCommerce Migration
        ii. BigCommerce Template Customization

    d. **Link to Case Study:** [Quiltin4Fun Case Study](#)

10. RC SUPERSTORE CASE STUDY

    a. **Objective:** Our goal was to increase RC Superstore's conversion rates, SEO and revenue. That would mean increasing their brand authority. The company had partnered with the RC manufacturer Traxxas to sell their wares at a competitive price. We wanted to leverage that partnership to ensure that RC Superstore became an authority on the brand. That meant writing about their products with content relevant to potential consumers.

RC Superstore selected a BigCommerce Template. Optimum7 would set up this template to support the custom functionality and integration while implementing the client's logo onto the website. Our web designer also set up the BigCommerce store's configurations: payments, shipping, store

options, related products, category views, product display settings, emails, and more.

They also wanted an advanced search filter. With such a filter, the products would display in real-time and we could prioritize them. Then we could put category pages on search results in a drop-down format.

Then RC Superstore selected top or side navigation options. Optimum7 had to adjust the navigation elements and the width of the site. We created additional content for their web pages, including blogs and category pages.

b. **Challenge:** RC Superstore came to us in 2018, and we started working with them in 2019. We initially designed a template customized project for a new BigCommerce store. They had noticed a change in conversions, revenue, and traffic and wanted to improve their metrics. This was because the landscape for RC had changed and affected their retailing significantly. Rather than using RC Superstore to distribute their RC cars and trucks, manufacturers sold them directly to the consumer. Their SEO would rank higher than that of RC Superstore, and they could afford to sell products at lower prices.

c. **What Optimum7 Solved:**
   i.   eCommerce SEO & Content Marketing
   ii. Link Building
   iii. Custom Functionality: Advanced Search & Filter
   iv. BigCommerce Template Customization
   v.   eCommerce Migration

d. **Link to Case Study:** RC Superstore Case Study

INDUSTRIAL

11. PARTS OGRE CASE STUDY

a. **Objective:** Our objective was two-fold: change the storefront site on BigCommerce which would provide a more functional, attractive user experience, and implement advanced search and custom filter

functionalities to assist visitors with browsing products.

b. **Challenge:** Parts Ogre was in hope of improving its online store by adding features. They came to us in October 2019 to complete their goal. We decided to work on the template design and advanced search and filter functionality to improve user engagement.

c. **What Optimum7 Solved:**
   i.   BigCommerce Template Customization
   ii. Custom Functionality: Advanced Search and Custom Filter

d. **Link to Case Study:** [Parts Ogre Case Study](#)

12. ORANGE COAST PNEUMATICS CASE STUDY

a. **Objective:** We had several objectives with Orange Coast Pneumatics: the first was to increase their websites' conversion rates, SEO performance, and online visibility. That would help to make them an authoritative and trustworthy brand online. The second was to reach out to their target market and inevitably raise their revenues. The third was to ensure a more satisfying user experience and give the ability to select appropriate options and place orders with ease. That would help to engage users' attention on their websites and turn visitors into customers.

b. **Challenge:** Orange Coast Pneumatics came to Optimum7 in December 2018, both to increase their website's visibility and conversions and to improve both technical and internet marketing strategies. Working on several projects such as marketing, migration, custom functionality, and design, together since then, we've been remarkably enhancing Orange Coast Pneumatics conversion rates and revenues.

c. **What Optimum7 Solved:**
   i.   eCommerce SEO & Content Marketing
   ii. eCommerce Migration
   iii. Integrations/Custom Programming Migration
   iv. eCommerce Template Customization
   v.   Custom Programming/Functionality: The Part Builder Functionality

    vi.   Site Speed Optimization

    d. **Link to Case Study:** [Orange Coast Pneumatics Case Study](#)

BOATING AND MARINE

13.   MARINE SANITATION & SUPPLY CASE STUDY

    a. **Objective:** We have several goals with Marine Sanitation & Supply. The first was to provide a better user experience. To do so, we facilitated order preparation and shipping processes for both Marine Sanitation & Supply and their customers. The second was to move to a more scalable eCommerce platform based on changing customer needs.

    b. **Challenge:** Marine Sanitation & Supply came to us in December 2017 for custom programming. There were custom functionalities that they wanted to apply to selected products on their eCommerce website. While these custom functionalities continue to actively run on their website, they decided to switch the e-commerce platform.

    c. **What Optimum7 Solved:**
       i.   Custom Functionality: Fitting Preview
      ii.   Custom Functionality: Freight Shipping
     iii. eCommerce Migration
     iv. BigCommerce Template Customization

    d. **Link to Case Study:** [Marine Sanitation & Supply Case Study](#)

14.   THE BUYING NETWORK CASE STUDY

    a. **Objective:** In this project, our main objective was to successfully switch our client's online store to a new eCommerce platform with no data loss. We chose the eCommerce platform that would best fit the product, category, customer, and order volumes: BigCommerce. This platform would enhance the eCommerce functionalities and performance and provide a better customer experience.

Optimum7 also had to improve the first touchpoint on the new store's front-end with visitors. A cleaner and simpler design would help customers focus on the offerings provided for them rather than distracting them from the services.

b. **Challenge:** eCommerce businesses need to compete with giants as well as their smaller competitors. For this very reason, The Buying Network realized that their current eCommerce platform may not have the capabilities for company process efficiency and increased sales. They considered re-platforming. In August 2020, Optimum7 worked with the professionally prepared eCommerce migration checklist, then got started working with the Buying Network to boost their growth.

c. **What Optimum7 Solved:**
    i.   eCommerce Migration
    ii.   Template Customization

d. **Link to Case Study:** [The Buying Network Case Study](#)

OFFICE SUPPLIES, STATIONERY AND PACKAGING

15. ECOENCLOSE CASE STUDY

a. **Objective:** Our objective was two-fold: we wanted to develop this customization feature for the site, which would enhance the user experience, and migrate EcoEnclose from Volusion to BigCommerce. We believe that if you enhance the experience for your customers, then they are more likely to stay on the site and make a purchase.

b. **Challenge:** Optimum7 started working with EcoEnclose in March 2013, and they have been a valued client ever since. EcoEnclose wanted our web developers to design a customization feature so that customers could order boxes with specific dimensions and personal branding, according to their needs. With such a customization option, they could automate the process and save on time manufacturing such items.

c. **What Optimum7 Solved:**

     i.   eCommerce Migration
     ii.   Custom Product View Functionality

d. Link to Case Study: [EcoEnclose Case Study](#)

16. STICKERS QUICK CASE STUDY

a. Objective: We had two main purposes for Stickers Quick. The first was to develop custom functionality that would allow Stickers Quick and potential customers who visit their online store to save time. We decided to develop a quoting system where the price change can be calculated because they have a product range that is available for customization and has many different product options.

Our second objective was to improve the user experience by implementing a new template to the website that lags behind the design trends. Thanks to a more attractive and modern storefront, we aimed to achieve an increase in new and repeat customer conversion rates. Stickers Quick selected a BigCommerce template and provided a logo. Then our team set up this template with the logo.

b. Challenge: The firm came to us in hopes of increasing its sales by adding new functionalities and improving the user experience. We started working with them in August 2019.

c. What Optimum7 Solved:
     i.   Custom Functionality: Quoting System
     ii.   BigCommerce Template Customization

d. Link to Case Study: [Stickers Quick Case Study](#)

FOOD AND BEVERAGE

17. DR PEPPER CUPS CASE STUDY

a. Objective: The goal was to boost customer satisfaction and ensure a simple and user-friendly online shopping experience. We aimed to set up

a new template on their digital storefront and stimulate the visitor-to-customer conversion rates. An easy and usable storefront design would increase online visitor retention.

b. **Challenge:** To sell official Dr Pepper Cups online and reach their target customers efficiently, Sunbelt Cup Company came to Optimum7 in 2019. Our client was keen to run a separate online store on BigCommerce for the products manufactured for Dr Pepper Cups. They needed a user-friendly and interactive template to improve user engagement.

c. **What Optimum7 Solved:**
   i.   BigCommerce Template Customization

d. **Link to Case Study:** [Dr Pepper Cups Case Study](#)

APPAREL AND FOOTWEAR

18.   BIG SHOES CASE STUDY

a. **Objective:** The core objective of implementing Advanced Search & Filter functionality was to ensure conversion rate increases in the long term. While online stores hope for higher sales and more satisfied customers from a well-functioning search, for many users the search is simply the function in an online store that they use first and most frequently. Advanced Search and Filter brings the customers and their desired products together even faster, so by implementing this correspondingly important functionality, both the user experience and the resulting conversion rate are positively influenced.

b. **Challenge:** In 2019, Big Shoes came to us and was in need of making product search much accurate and easier. That would ensure their high conversion rates as well as remarkable and positive impacts on their revenue. Our experienced team suggested implementing Advanced Search and Filter functionality by considering the company's large product numbers and category structure.

c. **What Optimum7 Solved:**

   i. Custom Functionality: Advanced Search and Filter

 d. Link to Case Study: <u>Big Shoes Case Study</u>

19. TEES2URDOOR CASE STUDY

 a. Objective: With our core objectives being to increase Tees2urdoor.com's organic visibility and conversions, we migrated Tees2urdoor from Volusion to BigCommerce (a much more SEO-friendly and scalable eCommerce platform), implemented an ongoing SEO and content marketing strategy, and developed custom eCommerce functionality to optimize for conversions.

 b. Challenge: After years of relying on paid advertising to drive sales, Tees2urdoor came to us in hopes of increasing their organic visibility and conversions.

 c. What Optimum7 Solved:
   i. eCommerce SEO & Content Marketing
   ii. eCommerce Migration
   iii. Custom Functionality: Advanced Search and Filter (Faceted Search)
   iv. Custom Apparel Monogram Ordering

 d. Link to Case Study: <u>Tees2UrDoor Case Study</u>

PET CARE

20. MOORE PET SUPPLIES CASE STUDY

 a. Objective: We have developed project strategies with several objectives in mind: firstly, all of the online stores of our client would be transferred to a platform. Our client and our team who have experience with migration/re-platforming projects looked at the data set of the online stores that will be transferred and fixed upon the platforms that will be best able to meet their needs.

Once the project deliverables became crystal clear, we got the green light and went forward with data migration. Secondly, migrated new stores needed a user-friendly and intuitive design to boost the company's credibility as well as its user experience. We aimed to significantly boost conversion rates and customer satisfaction.

In terms of user experience, custom functionalities are vital for turning visitors into customers and boosting our client's sales online. Advanced Search and Filter functionality would extremely help with online stores that have thousands of products to bring the visitors and products together which they are looking for.

We completed the SEO audit to be able to truly optimize SEO ranking factors. Our marketing team also aimed to support this powerful SEO strategy with Facebook and Instagram Advertising. Then our client would reach a wide audience and enhance customer engagement.

b. **Challenge:** In 2019, they came to Optimum7 to keep their websites up-to-date with the latest, efficient eCommerce trends. Our specialized team had prepared well-structured development projects and an effective marketing plan based on our client's vision for growth. These objectives would make the online shopping experience better for pet owners so they can keep dogs and cats safe in both hot and cold weather.

c. **What Optimum7 Solved:**
   i. Data Migration
   ii. WordPress Responsive Template Customization
   iii. Custom Functionality: Advanced Search and Filter
   iv. Facebook and Instagram Advertising
   v. eCommerce Migration to BigCommerce
   vi. BigCommerce Template Customization

d. **Link to Case Study:** Moore Pet Supplies Case Study

FIREARM AND AMMUNITION

21. 3RD GEN TACTICAL CASE STUDY

a. **Objective:** The primary goal of Ship to FFL Functionality, Integration, and API was to ensure online visitors seamlessly place an order and receive their orders from licensed dealers. In the United States, one cannot directly send firearms to online customers' personal addresses. An FFL dealer has to receive and release the firearm to the customer in person.

To eliminate this major problem, the checkout page would show FFL dealers. The customer could then choose one to complete the order process. This custom solution would decrease the number of cancellations and refunds as well as increase customer satisfaction.

We decided to set up the FFL API Plugin, an effective solution for both the customer and the store owner. The team achieved fascinating results especially in revenue and total online store traffic.

b. **Challenge:** There are legal restrictions on selling firearms on an eCommerce website in the United States. Our client needed to remove legal obstacles to offer a great online shopping experience. They especially needed improvements in the order and shipping process as well as custom programming. In February 2020, 3rd Gen Tactical approached us to have us implement our successful solution on their WooCommerce online store: FFL API.

c. **What Optimum7 Solved:**
   i. Custom Functionality: FFL Functionality and API

d. **Link to Case Study:** [3rd Gen Tactical Case Study](#)

LIGHTING

22. SUPERIOR LIGHTING CASE STUDY

a. **Objective:** We had several objectives when we started working with Superior Lighting. Our first goal was to build a strong SEO strategy to double its organic transactions. That would help with significantly increasing organic search revenue.

Secondly, Superior Lighting needed re-platforming due to its enhanced business and operational needs. A new BigCommerce store would be more scalable and handle the increase in sales.

Thirdly, Optimum7 aimed to increase conversion on the eCommerce site. Superior Lighting has had a very wide product range, a complex category structure as well as competitive pricing. So, Custom Advanced Search & Filter Functionality would be key for our client.

Lastly, since storefront design is crucial to increase user engagement, Optimum7 would do a full custom design for the new store on BigCommerce.

b. **Challenge:** In 2015, Superior Lighting wanted to increase its online traffic also to its physical store in Fort Lauderdale, FL. The company was aware that it needed to make improvements to its eCommerce site. They reached out to Optimum7, an Elite Certified partner with BigCommerce, and started working together to boost its visibility and sales.

c. **What Optimum7 Solved:**
   i.   SEO
   ii. eCommerce Migration
   iii. Advanced Search & Filter
   iv. Custom BigCommerce Design

d. **Link to Case Study:** [Superior Lighting Case Study](#)

23. BULB DADDY CASE STUDY

a. **Objective:** eCommerce platform migration is a delicate process due to potential risks for data loss as well as an adverse impact on search engine rankings and authority respectively. We used an advanced migration execution schedule to safely migrate our client's store to BigCommerce.

BigCommerce would boost our client's years of hard work as well as increase product visibility and conversions. Besides the technical aspects of re-platforming, we aimed to handle the design aspects. BigCommerce responsive template customization would provide the solution.

b. **Challenge:** In August 2020, Bulb Daddy decided to improve customer experience and increase their eCommerce website's conversion rates. Switching and migrating to another eCommerce platform would meet its business objectives as well as introduce robust features. In line with this purpose, Bulb Daddy needed eCommerce business experts who would navigate business challenges.

c. **What Optimum7 Solved:**
   i.   eCommerce Migration
   ii.   BigCommerce Template Customization

d. **Link to Case Study:** [Bulb Daddy Case Study](#)

HOUSEWARES, GARDEN, AND HOME FURNISHINGS

24. PLANT THE FUTURE CASE STUDY

a. **Objective:** Our main goal was to implement custom features. These features would help Plant the Future run business efficiently and increase profitability. Optimum7 addressed the unique needs of Plant the Future and brought together all custom features in comprehensive project scope. According to these specified requirements, Optimum7 would make improvements to this eCommerce business. These improvements

included product page, shipping options, notifications, integrations and so.

b. **Challenge:** Besides its physical store in Miami, FL, Plant the Future needed to enhance scalability on its eCommerce site. They felt that the old website didn't reflect who they were and what their plant nursery had to offer. It also didn't offer a great online shopping experience to the visitors, which is why it decided it was time for some changes. In 2017, Plant the Future found Optimum7 as they were looking for the best eCommerce agency in Florida.

c. **What Optimum7 Solved:**
    i.   Custom Programming

d. **Link to Study:** [Plant the Future Case Study](#)

JEWELRY AND GEMS

25. CRYSTALS AND STONES CASE STUDY

a. **Objective:** Our main objective was to build Crystals and Stones' online presence and brand recognition within the relevant target audience on digital platforms. This would require long-range planning with many deliverables.

   Optimum7 did process planning step by step and prepared an execution schedule to present task-level details and timeline, then started an eCommerce business for Crystals and Stones from scratch. With this main goal, we decided to mainly work on Digital Marketing, eCommerce Development, and Design services.

b. **Challenge:** Thanks to the dedication of spreading the magnetic energy of crystals with the world, Crystals and Stones can reach people keen to connect conscious thoughts with their bodies. Everything started with this thought. Crystals and Stones came to Optimum7 to make their beliefs a reality.

c. **What Optimum7 Solved:**

       i.   Website Design
      ii.   Branding
     iii.   Content Marketing
     iv.   Supply Chain
      v.   eCommerce Development
     vi.   Subscription Box
    vii.   Marketing & SEO
   viii.   Subscription Flow
     ix.   Conversion Elements

    d. Link to Case Study: [Crystals and Stones Case Study](#)

RETAIL

26.   OH SO CHERISHED CASE STUDY

    a. Objective: Oh So Cherished took interest in BigCommerce's enhanced product features and customization options. We quickly got to making a decision on the new eCommerce platform. Our client's main objective was to increase overall revenue on a completely revamped eCommerce store.

        We agreed on our eCommerce Data Migration to BigCommerce, migrating all of our client's products, customer, order data, and other information to the new online store. As a BigCommerce Partner, we've done quite a few data migrations for eCommerce replatforming. Thanks to all the experience we've gained over the years, we prepared a well-conceived execution schedule for our client to minimize unexpected complications. At the end of the data migration process, we would make sure no data gets left behind.

    b. Challenge: With the addition of new products which will be personalized for the customers, there was an increase in its product range and categories. In 2019, when Volusion, the eCommerce platform they were currently on, began remaining incapable of its long-term business objectives, Oh So Cherished decided it was time for a change and started looking for another eCommerce platform that was better at accurately

fulfilling the brand's needs.

    c. **What Optimum7 Solved:**
        i. Data Migration

    d. **Link to Case Study:** <u>Oh So Cherished Case Study</u>

APPLIANCES, ELECTRICAL AND ELECTRONICS MANUFACTURING

27. ARLYN SCALES CASE STUDY

    a. **Objective:** We had several objectives with Arlyn Scales from both a development and marketing standpoint.

        Firstly, they had a headless commerce site, and it needed to gain flexibility and velocity. Its back end was on Volusion and we decided to migrate it to a more scalable and SEO-friendly eCommerce platform – BigCommerce. That would be the best fit for their needs and give them a competitive advantage and better customer experience as well as a significant increase in conversion optimization.

        Secondly, one of our objectives was to decouple and remove the front-end from their new site on BigCommerce. Our team would install a new template on WordPress to keep its headless commerce architecture.

        Thirdly, Arlyn Scales needed an advanced SEO strategy. That would skyrocket their Google keyword ranking and overall SEO.

        Fourthly, we aimed to increase Arlyn Scale's repeat website traffic and rankings in organic search. Retargeting would be the best online marketing strategy to help supplement our SEO strategy.

Lastly, Arlyn Scales needed a custom development solution to track phone calls via session IDs on the website. A well-designed solution by our development team would perfectly meet their specific needs.

b. **Challenge:** In 2014, Arlyn Scales wanted to grow its operations online and boost the company's visibility. They realized that both marketing and development efforts were lacking on the eCommerce site. The company started looking for an agency that is an expert in eCommerce development and marketing.

c. **What Optimum7 Solved:**
   i.   eCommerce Migration
   ii.   WordPress Template Design
   iii. SEO
   iv.   Retargeting
   v.   Custom Development: Tracking / Session IDs

d. **Link to Case Study:** Arlyn Scales Case Study

MIGRATION CASE STUDIES

1. OFFICE ANYTHING CASE STUDY

a. **Objective:** We have several goals with Office Anything: the first was to increase their online visibility so that their target market — office managers, entrepreneurs, and individuals with a home office — would see them after a customary Google search. The second was increasing their conversion rates, to ensure that revenue would, in turn, improve for the better. The third was ensuring that the user had a good experience on the website, selecting and ordering furniture with ease. When the user experience becomes better, that leads to the visibility and conversion rates' increases in turn.

b. **Challenge:** Due to low visibility and a dip in online traffic, Office Anything came to us in March 2019, for assistance with increasing their conversion rates. Their website was not performing adequately in reaching customers and optimizing leads, even with Google ads and Pay-Per-Click ads. We

decided to take a different approach to increase revenue, conversions, and visibility.

    c. **What Optimum7 Solved:**
        i.   eCommerce Migration
        ii.   SEO
        iii.   Website Redesign
        iv.   Rebranding
        v.   Custom Functionality: Advanced Search and Filter

    d. **Link to Case Study:** [Office Anything Case Study](#)

2. WELLNESS PARTNERS CASE STUDY

    a. **Objective:** Our core objective was to migrate Wellness Partners' existing website to a new eCommerce platform that is:

        i.   User-friendly, allowing multiple staff members to create and manage listings.
        ii.   Fully-Customizable.
        iii.   Integrated with their current inventory management and payment gateways.
        iv.   Scalable, with capabilities to add eCommerce technologies and functionalities as their business grew.

Based on those requirements and Wellness Partners' position in the market, we recommended one of the top eCommerce platforms for growing businesses, BigCommerce. BigCommerce is simple enough for small businesses to use and manage themselves, but powerful enough to accommodate your business needs as an online company grows.

    b. **Challenge:** Wellness Partners came to Optimum7 for the same reason many businesses do: they had outgrown their eCommerce platform. As Wellness Partners grew its customer base and product offerings, it needed a scalable platform with the freedom and capabilities to accommodate the increased demand. Based on their business needs and the growth trajectory of their business, we recommended a full eCommerce platform

migration BigCommerce.

    c. What Optimum7 Solved:
       i.   3dCart to BigCommerce Migration
      ii.   BigCommerce Template Customization

    d. Link to Case Study: [Wellness Partners Case Study](#)

3. HOLISTIC HEALER CASE STUDY

    a. Objective: We had several objectives with Holistic Healer & Wellness. The first was re-platforming and data migration including customer data, orders/transactions, products, and more. Being on BigCommerce would ensure increased product visibility and better conversion rates of our client's online store. The second was to effectively boost our client's conversion rates on the new eCommerce platform. In digital marketing, conversion optimization is a crucial process to increase the percentage of visitors to a website that converts into customers. The third was to improve SEO by adding content on category pages. A unique and useful category page content would help drive traffic and ultimately increase sales on our client's online store.

    b. Challenge: Due to enhancing a range of products, our client was in search of a more scalable eCommerce platform that is able to meet their needs. To this end, Holistic Healer & Wellness came to Optimum7 in 2019, and we suggested migrating the site to BigCommerce. Thanks to being a reliable and flexible eCommerce platform, BigCommerce would contribute to creating a strong online presence.

    c. What Optimum7 Solved:
       i.   eCommerce Migration
      ii.   BigCommerce Template Customization
     iii.   Conversion Optimization

    d. Link to Case Study: [Holistic Healer Case Study](#)

4. GLITTER UNIQUE CASE STUDY

a. **Objective:** Our primary objective was to move Glitter Unique's current eCommerce store to a new platform. Considering our client's expectations from an eCommerce platform and product and category structure, we decided to migrate the store to BigCommerce.

We set a goal to provide a better online shopping experience to visitors and increase sales directly by improving user experience. That would also make handling customer volume significantly easier. In this way, our client would efficiently add new features and integrations and manage processes regarding the online store.

b. **Challenge:** In October 2020, Glitter Unique reached out to the Optimum7 team. They wanted a scalable eCommerce platform and a new storefront. In just a few weeks, we completed the analysis process and got started on the migration project.

c. **What Optimum7 Solved:**
   i.   eCommerce Data Migration
   ii. Template Customization

d. **Link to Case Study:** <u>Glitter Unique Case Study</u>

5. QUILTIN4FUN CASE STUDY

a. **Objective:** Our main objective was to migrate Quiltin4Fun from Volusion to BigCommerce. Our team also worked on its online store design to improve the company's productivity. We believe that effective BigCommerce features and attractive store design convert website visitors into online shoppers.

b. **Challenge:** The business needed new and effective features on its eCommerce website. Quiltin4Fun came to Optimum7 in November 2019 for implementing these features. They wanted our web developers to migrate their online store to another eCommerce platform and work on store design customization.

c. **What Optimum7 Solved:**
   i.   eCommerce Migration

      ii.   BigCommerce Template Customization

   d. Link to Case Study: [Quiltin4Fun Case Study](#)

6. RC SUPERSTORE CASE STUDY

   a. Objective: Our goal was to increase RC Superstore's conversion rates, SEO and revenue. That would mean increasing their brand authority. The company had partnered with the RC manufacturer Traxxas to sell their wares at a competitive price. We wanted to leverage that partnership to ensure that RC Superstore became an authority on the brand. That meant writing about their products with content relevant to potential consumers.

   RC Superstore selected a BigCommerce Template. Optimum7 would set up this template to support the custom functionality and integration while implementing the client's logo onto the website. Our web designer also set up the BigCommerce store's configurations: payments, shipping, store options, related products, category views, product display settings, emails, and more.

   They also wanted an advanced search filter. With such a filter, the products would display in real-time and we could prioritize them. Then we could put category pages on search results in a drop-down format.

   Then RC Superstore selected top or side navigation options. Optimum7 had to adjust the navigation elements and the width of the site. We created additional content for their web pages, including blogs and category pages.

   b. Challenge: RC Superstore came to us in 2018, and we started working with them in 2019. We initially designed a template customized project for a new BigCommerce store. They had noticed a change in conversions, revenue, and traffic and wanted to improve their metrics. This was because the landscape for RC had changed and affected their retailing significantly. Rather than using RC Superstore to distribute their RC cars and trucks, manufacturers sold them directly to the consumer. Their SEO would rank higher than that of RC Superstore, and they could afford to sell

products at lower prices.

c. What Optimum7 Solved:
    i.   eCommerce SEO & Content Marketing
    ii.   Link Building
    iii. Custom Functionality: Advanced Search & Filter
    iv. BigCommerce Template Customization
    v.   eCommerce Migration

d. Link to Case Study: [RC Superstore Case Study](#)

7. ORANGE COAST PNEUMATICS CASE STUDY

a. Objective: We had several objectives with Orange Coast Pneumatics: the first was to increase their websites' conversion rates, SEO performance, and online visibility. That would help to make them an authoritative and trustworthy brand online. The second was to reach out to their target market and inevitably raise their revenues. The third was to ensure a more satisfying user experience and give the ability to select appropriate options and place orders with ease. That would help to engage users' attention on their websites and turn visitors into customers.

b. Challenge: Orange Coast Pneumatics came to Optimum7 in December 2018, both to increase their website's visibility and conversions and to improve both technical and internet marketing strategies. Working on several projects such as marketing, migration, custom functionality, and design, together since then, we've been remarkably enhancing Orange Coast Pneumatics conversion rates and revenues.

c. What Optimum7 Solved:
    i.   eCommerce SEO & Content Marketing
    ii.   eCommerce Migration
    iii. Integrations/Custom Programming Migration
    iv. eCommerce Template Customization
    v.   Custom Programming/Functionality: The Part Builder Functionality
    vi. Site Speed Optimization

    d. **Link to Case Study:** [Orange Coast Pneumatics Case Study](#)

8. MARINE SANITATION & SUPPLY CASE STUDY

    a. **Objective:** We have several goals with Marine Sanitation & Supply. The first was to provide a better user experience. To do so, we facilitated order preparation and shipping processes for both Marine Sanitation & Supply and their customers. The second was to move to a more scalable eCommerce platform based on changing customer needs.

    b. **Challenge:** Marine Sanitation & Supply came to us in December 2017 for custom programming. There were custom functionalities that they wanted to apply to selected products on their eCommerce website. While these custom functionalities continue to actively run on their website, they decided to switch the e-commerce platform.

    c. **What Optimum7 Solved:**
        i.   Custom Functionality: Fitting Preview
        ii.   Custom Functionality: Freight Shipping
        iii. eCommerce Migration
        iv. BigCommerce Template Customization

    d. **Link to Case Study:** [Marine Sanitation & Supply Case Study](#)

9. THE BUYING NETWORK CASE STUDY

    a. **Objective:** In this project, our main objective was to successfully switch our client's online store to a new eCommerce platform with no data loss. We chose the eCommerce platform that would best fit the product, category, customer, and order volumes: BigCommerce. This platform would enhance the eCommerce functionalities and performance and provide a better customer experience.

Optimum7 also had to improve the first touchpoint on the new store's front-end with visitors. A cleaner and simpler design would help customers focus on the offerings provided for them rather than distracting them from the services.

b. **Challenge:** eCommerce businesses need to compete with giants as well as their smaller competitors. For this very reason, The Buying Network realized that their current eCommerce platform may not have the capabilities for company process efficiency and increased sales. They considered re-platforming. In August 2020, Optimum7 worked with the professionally prepared eCommerce migration checklist, then got started working with the Buying Network to boost their growth.

c. **What Optimum7 Solved:**
    i.   eCommerce Migration
    ii. Template Customization

d. **Link to Case Study:** [The Buying Network Case Study](#)

10. ECOENCLOSE CASE STUDY

a. **Objective:** Our objective was two-fold: we wanted to develop this customization feature for the site, which would enhance the user experience, and migrate EcoEnclose from Volusion to BigCommerce. We believe that if you enhance the experience for your customers, then they are more likely to stay on the site and make a purchase.

b. **Challenge:** Optimum7 started working with EcoEnclose in March 2013, and they have been a valued client ever since. EcoEnclose wanted our web developers to design a customization feature so that customers could order boxes with specific dimensions and personal branding, according to their needs. With such a customization option, they could automate the process and save on time manufacturing such items.

c. **What Optimum7 Solved:**
    i.   eCommerce Migration
    ii. Custom Product View Functionality

d. **Link to Case Study:** [EcoEnclose Case Study](#)

11. TEES2URDOOR CASE STUDY

a. **Objective:** With our core objectives being to increase Tees2urdoor.com's organic visibility and conversions, we migrated Tees2urdoor from Volusion to BigCommerce (a much more SEO-friendly and scalable eCommerce platform), implemented an ongoing SEO and content marketing strategy, and developed custom eCommerce functionality to optimize for conversions.

b. **Challenge:** After years of relying on paid advertising to drive sales, Tees2urdoor came to us in hopes of increasing their organic visibility and conversions.

c. **What Optimum7 Solved:**
    i.   eCommerce SEO & Content Marketing
    ii.   eCommerce Migration
    iii.   Custom Functionality: Advanced Search and Filter (Faceted Search)
    iv.   Custom Apparel Monogram Ordering

d. **Link to Case Study:** [Tees2UrDoor Case Study](#)

12. MOORE PET SUPPLIES CASE STUDY

a. **Objective:** We have developed project strategies with several objectives in mind: firstly, all of the online stores of our client would be transferred to a platform. Our client and our team who have experience with migration/re-platforming projects looked at the data set of the online stores that will be transferred and fixed upon the platforms that will be best able to meet their needs.

Once the project deliverables became crystal clear, we got the green light and went forward with data migration. Secondly, migrated new stores needed a user-friendly and intuitive design to boost the company's credibility as well as its user experience. We aimed to significantly boost conversion rates and customer satisfaction.

In terms of user experience, custom functionalities are vital for turning visitors into customers and boosting our client's sales online. Advanced Search and Filter functionality would extremely help with online stores that

have thousands of products to bring the visitors and products together which they are looking for.

We completed the SEO audit to be able to truly optimize SEO ranking factors. Our marketing team also aimed to support this powerful SEO strategy with Facebook and Instagram Advertising. Then our client would reach a wide audience and enhance customer engagement.

b. **Challenge:** In 2019, they came to Optimum7 to keep their websites up-to-date with the latest, efficient eCommerce trends. Our specialized team had prepared well-structured development projects and an effective marketing plan based on our client's vision for growth. These objectives would make the online shopping experience better for pet owners so they can keep dogs and cats safe in both hot and cold weather.

c. **What Optimum7 Solved:**
    i.   Data Migration
    ii.   WordPress Responsive Template Customization
    iii. Custom Functionality: Advanced Search and Filter
    iv.   Facebook and Instagram Advertising
    v.   eCommerce Migration to BigCommerce
    vi.   BigCommerce Template Customization

d. **Link to Case Study:** [Moore Pet Supplies Case Study](#)

13. SUPERIOR LIGHTING CASE STUDY

a. **Objective:** We had several objectives when we started working with Superior Lighting. Our first goal was to build a strong SEO strategy to double its organic transactions. That would help with significantly increasing organic search revenue.

Secondly, Superior Lighting needed re-platforming due to its enhanced business and operational needs. A new BigCommerce store would be more scalable and handle the increase in sales.

Thirdly, Optimum7 aimed to increase conversion on the eCommerce site. Superior Lighting has had a very wide product range, a complex category

structure as well as competitive pricing. So, Custom Advanced Search & Filter Functionality would be key for our client.

Lastly, since storefront design is crucial to increase user engagement, Optimum7 would do a full custom design for the new store on BigCommerce.

b. **Challenge:** In 2015, Superior Lighting wanted to increase its online traffic also to its physical store in Fort Lauderdale, FL. The company was aware that it needed to make improvements to its eCommerce site. They reached out to Optimum7, an Elite Certified partner with BigCommerce, and started working together to boost its visibility and sales.

c. **What Optimum7 Solved:**
    i. SEO
    ii. eCommerce Migration
    iii. Advanced Search & Filter
    iv. Custom BigCommerce Design

d. **Link to Case Study:** Superior Lighting Case Study

14. BULB DADDY CASE STUDY

a. **Objective:** eCommerce platform migration is a delicate process due to potential risks for data loss as well as an adverse impact on search engine rankings and authority respectively. We used an advanced migration execution schedule to safely migrate our client's store to BigCommerce.

BigCommerce would boost our client's years of hard work as well as increase product visibility and conversions. Besides the technical aspects of re-platforming, we aimed to handle the design aspects. BigCommerce responsive template customization would provide the solution.

b. **Challenge:** In August 2020, Bulb Daddy decided to improve customer experience and increase their eCommerce website's conversion rates. Switching and migrating to another eCommerce platform would meet its business objectives as well as introduce robust features. In line with this purpose, Bulb Daddy needed eCommerce business experts who would

navigate business challenges.

c. **What Optimum7 Solved:**
   i.   eCommerce Migration
   ii.   BigCommerce Template Customization

d. **Link to Case Study:** [Bulb Daddy Case Study](#)

15. OH SO CHERISHED CASE STUDY

a. **Objective:** Oh So Cherished took interest in BigCommerce's enhanced product features and customization options. We quickly got to making a decision on the new eCommerce platform. Our client's main objective was to increase overall revenue on a completely revamped eCommerce store.

   We agreed on our eCommerce Data Migration to BigCommerce, migrating all of our client's products, customer, order data, and other information to the new online store. As a BigCommerce Partner, we've done quite a few data migrations for eCommerce re-platforming. Thanks to all the experience we've gained over the years, we prepared a well-conceived execution schedule for our client to minimize unexpected complications. At the end of the data migration process, we would make sure no data gets left behind.

b. **Challenge:** With the addition of new products which will be personalized for the customers, there was an increase in its product range and categories. In 2019, when Volusion, the eCommerce platform they were currently on, began remaining incapable of its long-term business objectives, Oh So Cherished decided it was time for a change and started looking for another eCommerce platform that was better at accurately fulfilling the brand's needs.

c. **What Optimum7 Solved:**
   i.   Data Migration

d. **Link to Case Study:** [Oh So Cherished Case Study](#)

HEADLESS COMMERCE CASE STUDIES

1. CRYSTALS AND STONES CASE STUDY

a. **Objective:** Our main objective was to build Crystals and Stones' online presence and brand recognition within the relevant target audience on digital platforms. This would require long-range planning with many deliverables.

   Optimum7 did process planning step by step and prepared an execution schedule to present task-level details and timeline, then started an eCommerce business for Crystals and Stones from scratch. With this main goal, we decided to mainly work on Digital Marketing, eCommerce Development, and Design services.

b. **Challenge:** Thanks to the dedication of spreading the magnetic energy of crystals with the world, Crystals and Stones can reach people keen to connect conscious thoughts with their bodies. Everything started with this thought. Crystals and Stones came to Optimum7 to make their beliefs a reality.

c. **What Optimum7 Solved:**
   i. Website Design
   ii. Branding
   iii. Content Marketing
   iv. Supply Chain
   v. eCommerce Development
   vi. Subscription Box
   vii. Marketing & SEO
   viii. Subscription Flow
   ix. Conversion Elements

d. **Link to Case Study:** <u>Crystals and Stones Case Study</u>

2. ARLYN SCALES CASE STUDY

    a. **Objective:** We had several objectives with Arlyn Scales from both a development and marketing standpoint.

       Firstly, they had a headless commerce site, and it needed to gain flexibility and velocity. Its back end was on Volusion and we decided to migrate it to a more scalable and SEO-friendly eCommerce platform – BigCommerce. That would be the best fit for their needs and give them a competitive advantage and better customer experience as well as a significant increase in conversion optimization.

       Secondly, one of our objectives was to decouple and remove the front-end from their new site on BigCommerce. Our team would install a new template on WordPress to keep its headless commerce architecture.

       Thirdly, Arlyn Scales needed an advanced SEO strategy. That would skyrocket their Google keyword ranking and overall SEO.

       Fourthly, we aimed to increase Arlyn Scale's repeat website traffic and rankings in organic search. Retargeting would be the best online marketing strategy to help supplement our SEO strategy.

       Lastly, Arlyn Scales needed a custom development solution to track phone calls via session IDs on the website. A well-designed solution by our development team would perfectly meet their specific needs.

    b. **Challenge:** In 2014, Arlyn Scales wanted to grow its operations online and boost the company's visibility. They realized that both marketing and development efforts were lacking on the eCommerce site. The company started looking for an agency that is an expert in eCommerce development and marketing.

    c. **What Optimum7 Solved:**
       i. eCommerce Migration
      ii. WordPress Template Design
     iii. SEO
     iv. Retargeting

      v.   Custom Development: Tracking / Session IDs

   d. Link to Case Study: [Arlyn Scales Case Study](#)

CUSTOM PRODUCT PAGES CASE STUDIES

1. ECOENCLOSE CASE STUDY

   a. Objective: Our objective was two-fold: we wanted to develop this customization feature for the site, which would enhance the user experience, and migrate EcoEnclose from Volusion to BigCommerce. We believe that if you enhance the experience for your customers, then they are more likely to stay on the site and make a purchase.

   b. Challenge: Optimum7 started working with EcoEnclose in March 2013, and they have been a valued client ever since. EcoEnclose wanted our web developers to design a customization feature so that customers could order boxes with specific dimensions and personal branding, according to their needs. With such a customization option, they could automate the process and save on time manufacturing such items.

   c. What Optimum7 Solved:
      i.   eCommerce Migration
      ii.   Custom Product View Functionality

   d. Link to Case Study: [EcoEnclose Case Study](#)

TWO MILLION OPTIONS CASE STUDY

1. ORANGE COAST PNEUMATICS CASE STUDY

   a. Objective: We had several objectives with Orange Coast Pneumatics: the first was to increase their websites' conversion rates, SEO performance, and online visibility. That would help to make them an authoritative and

trustworthy brand online. The second was to reach out to their target market and inevitably raise their revenues. The third was to ensure a more satisfying user experience and give the ability to select appropriate options and place orders with ease. That would help to engage users' attention on their websites and turn visitors into customers.

b. **Challenge:** Orange Coast Pneumatics came to Optimum7 in December 2018, both to increase their website's visibility and conversions and to improve both technical and internet marketing strategies. Working on several projects such as marketing, migration, custom functionality, and design, together since then, we've been remarkably enhancing Orange Coast Pneumatics conversion rates and revenues.

c. **What Optimum7 Solved:**
    i.   eCommerce SEO & Content Marketing
    ii.   eCommerce Migration
    iii. Integrations/Custom Programming Migration
    iv.   eCommerce Template Customization
    v.   Custom Programming/Functionality: The Part Builder Functionality
    vi.   Site Speed Optimization

d. **Link to Case Study:** [Orange Coast Pneumatics Case Study](#)

WEB SYSTEMS / SAAS

1. **[Mailem.io](#)**

Mailem is a centralized email marketing platform that integrates with your Mailgun and Gmail accounts. User-friendly UI allows you to easily create email drip campaigns, track KPIs, validate email addresses, test and increase deliverability rates on the fly!
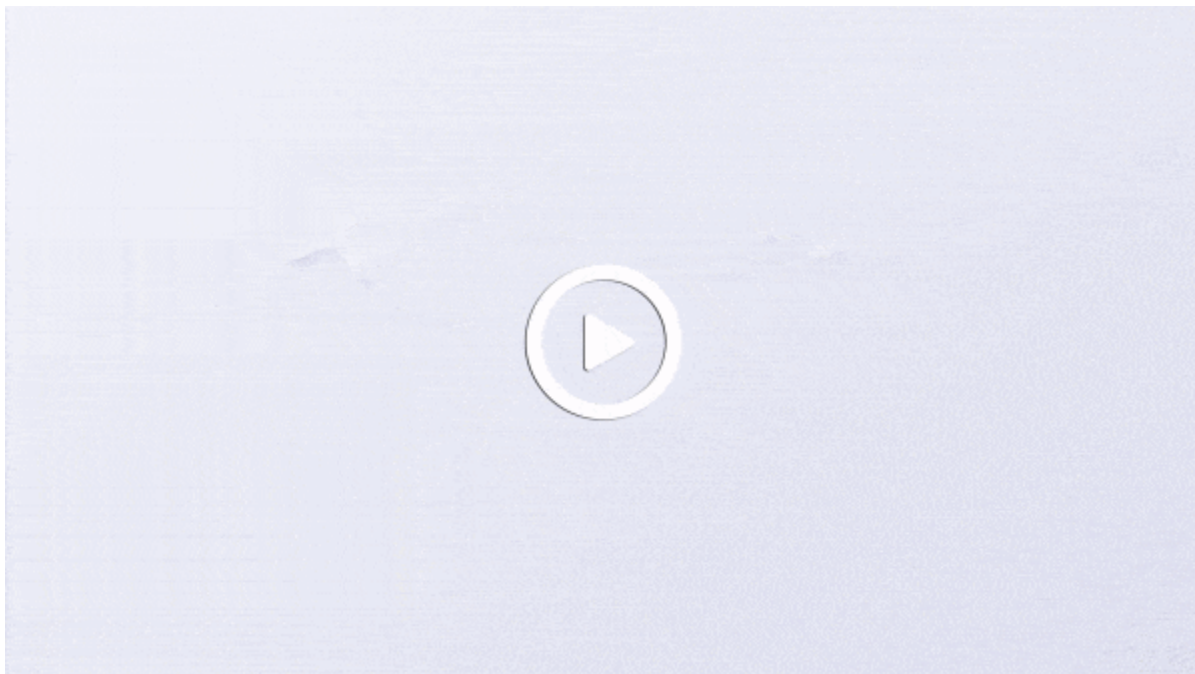
Watch Video (03:09)

2. **Backlinkpatrol.com**

BacklinkPatrol is a SaaS Tool that makes guest blogging and paid backlinking processes incredibly efficient. Users can track, monitor, and grow backlinks, rank and manage all backlinking tasks in one place. It also allows users to review all backlinks to their site, categorize and assign backlinking tasks across teams.
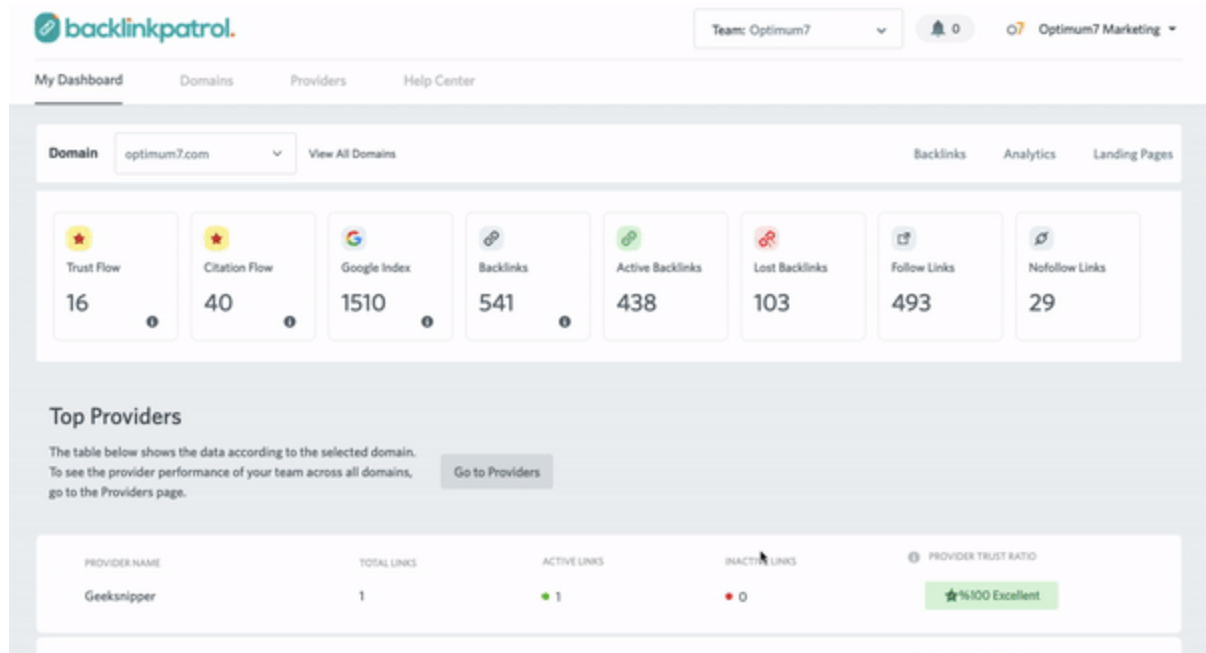
3. FFLAPI.com

FFL API by Optimum7 simplifies the checkout phase for online gun dealers on BigCommerce stores by implementing user-friendly features that benefit the dealers and their customers.

As a one-of-a-kind software in the online gun dealer industry, FFL API by Optimum7 provides a service that everybody needs in the process of buying firearms online.

Online shop owners wish to raise revenue and improve their storefronts. Many customers leave the website during checkout because of the limited options or inconvenience. Others get upset with the brand in the case of never receiving their orders. With FFL API, shop owners will not lose customers on the checkout because of the confusion. Websites will see a drastic reduction in cart abandonment, and find viable business leads.

Website visitors want to shop online with ease. A complex checkout does not impress them, in the age of Amazon and convenience. FFL API provides user-friendly checkout. Visitors know whether their products are FFL or not and

where to ship their products. FFL API separates FFL and non-FFL products into two different addresses on the checkout page so that no one misses their orders.
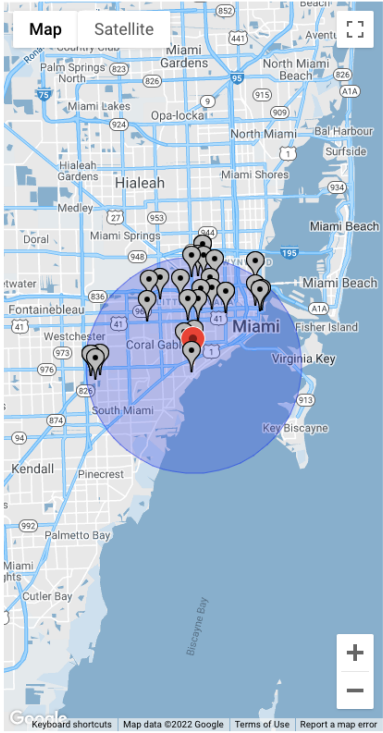
4. Etrackerpro.com

Etracker is designed to be incorporated into your marketing process effortlessly. After setting up, your data will start to appear for your use.

Etracker Pro generates a session id for your website visitors and matches the session id with your Google Analytics data. You will be able to create Phone Leads from our platform, follow up the conversion of phone leads turning into orders.

Each order and lead mapped over session id, you can track and analyze the full sales funnel for every aspect from source to sales channel, lead to order, phone

or website, etc. By following up the leads who have not converted into sales, users are able to increase the sales.
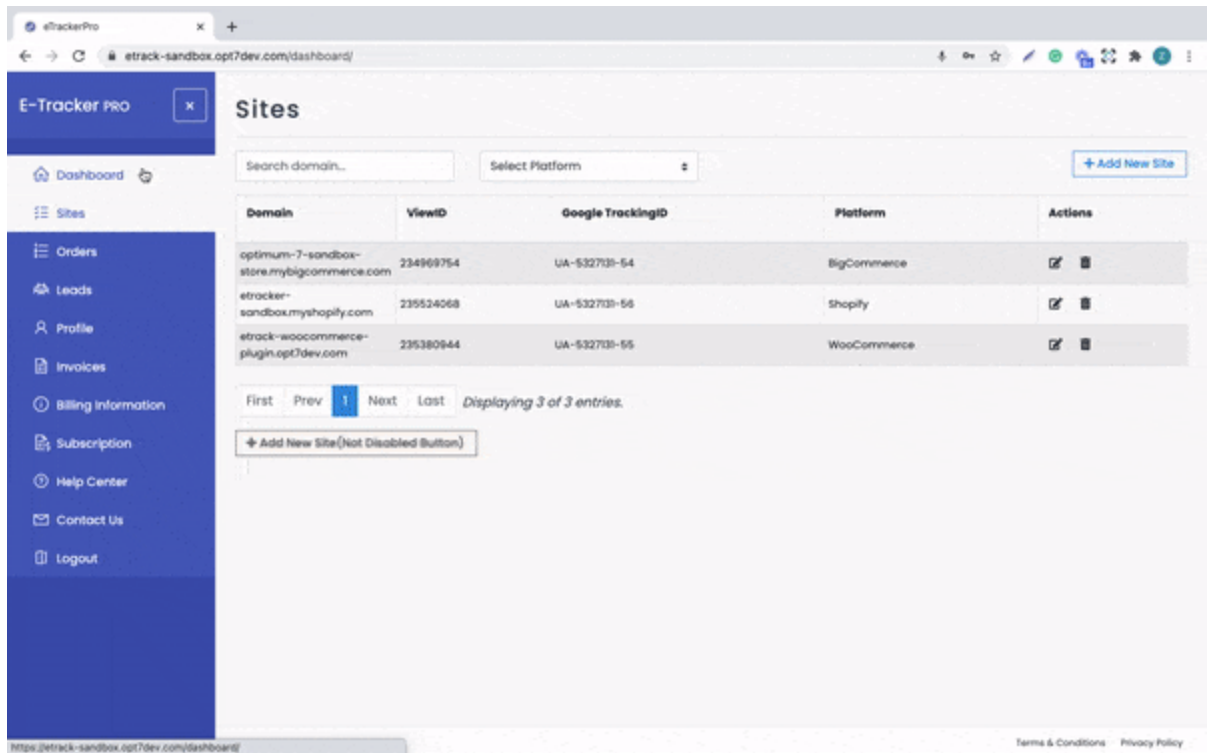
5. **Postlead.io**

Postlead is a digital direct mail lead generation platform. The idea is something that we have developed in-house during our creative strategy sessions and after we saw a huge success in generating leads, we decided to build a platform to share it with other businesses as well. Postlead allows businesses to get hundreds of leads monthly.
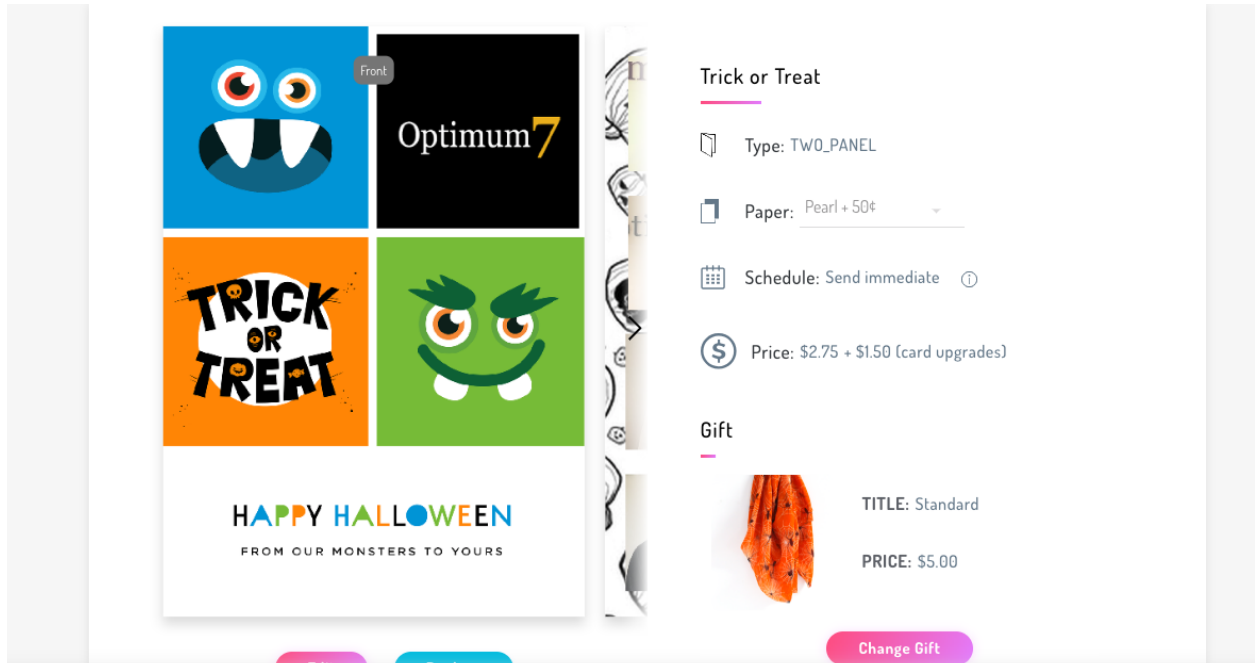
6. PO and Order Integration

With PO and Order Integration, orders are pushed to an admin panel with specific rules. If there aren't any exceptions allowed for a PO approval process then they'll be sent out as POs right away. The basic UI will store all your new shipments in one place. We built in some extra features too like adding other suppliers or emails into the mix should you want them.

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