



CLIENT: CHROME WORLD
 INDUSTRY: MOTORCYCLE PARTS & ACCESSORIES
 HEADQUARTERS: SELBYVILLE, DE

CASE STUDY

Ecommerce



An Ecommerce Engine Overhaul

Chrome World is an ecommerce and catalog retailer of motorcycle parts and accessories. Originally specializing in Honda Goldwing products, Chrome World has grown to offer motorcycle gear for numerous makes and models, from Harley Davidson to BMW. JD Wells, founder and president of Chrome World, watched his business grow out of its early-stage management systems and into an IT headache. He found himself maintaining three separate databases of information: one for the warehouse and inventory, one for managing customer accounts, and one for the Chrome World ecommerce website. It became obvious that he needed a single, integrated system that could manage orders from start to finish. Although his site had made significant gains in search engine optimization, JD had a hunch that Chrome World could do more with the right plan in place, so he started shopping for an ecommerce partner he could trust.

THE CHALLENGE

Motorcycle parts and accessories retailer needs a new website and data systems
 Scattered product and customer data made operations inefficient and costly for Chrome World. It needed a better structure for both shoppers and Search Engine Optimization (SEO). An email marketing program was needed to build customer relationships.

THE SOLUTION

Fifth Gear's experts provide a unified database, a brand new website, and a managed email program
 Fifth Gear's order management system combined data from nearly every business function into a single database, including products, customers, and website stats. ChromeWorld.com was redesigned, built, and hosted by Fifth Gear's ecommerce experts for search engine performance and usability. This was complemented by a fully managed email marketing program.

THE RESULT

Chrome World has a more efficient, profitable, and customer-loyal business than ever before
 With a unified retail management software platform and a brand new website, ChromeWorld.com experienced an uninterrupted 15% increase in average traffic month-over-month through its busy season. The initial performance of its managed email program far exceeded industry standards (43% open rate, 54% click-thru rate, opt-out rate below 0.9%) and sold more units of its featured product than in that product's total history on site.



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"They provided great flexibility in the way my products are categorized, allowing search engines and real people alike to find exactly what we offer."

"Fifth Gear is very responsive to my needs."

JD Wells
 President and Founder, Chrome World



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Fifth Gear (infifthgear.com) provides warehouse and fulfillment operations, customer contact center services, and interactive marketing services for specialty retailers and manufacturers of consumer products. The Company serves as a single source partner to its clients, providing access to the industry expertise, infrastructure, and technology they require to drive revenue growth and improve operational efficiencies in today's changing retail environment. Through its online marketplace, LastandFinal.com, Fifth Gear is also building a multi-category online discount retailer of new, clearance, and excess stock specialty merchandise. The Company serves over 100 multichannel retailers today and continues to grow its client base each month.

How We Did It

Souping Up the Engine with a New Technology Platform

Through an online search, JD found Fifth Gear. "Everybody else told me that their platforms are what they are, and that I should just change my business processes to fit," he says.

"Fifth Gear's people are much more flexible in accommodating my needs. We were using three disparate databases to drive my CRM, warehouse management, and ecommerce in one place."

The solutions that Fifth Gear provided came not merely from integrated technology systems, but from a team of dedicated ecommerce experts and a culture of personal attention to clients. According to JD, **"Fifth Gear spent a great deal of time learning how my business works, how my operations run, how my website runs, and how I sell my products. After taking all that time to really understand my business, Fifth Gear was able to deliver a solution that really works well for me."**

Chrome World discovered a new framework that relieved many headaches. As a result, he moved the conversation forward with experts at Fifth Gear to focus next on ecommerce growth.

Opening the Ecommerce Throttle with Website Design and SEO

Next, the team began to build a new website for ChromeWorld.com that was optimized for search engine rank. JD was pleased with a highly collaborative effort that brought insight to real business results for his company.

"Fifth Gear's people said 'Here's what we can do to help your site with SEO'."

Fifth Gear's Director of User Experience Brandon Corbin led the ChromeWorld.com website design and optimization project. "Chrome World was already getting some of the desired search engine results, so our goal was to create a site that preserved and expanded upon that progress," Brandon explains. "We also needed to ensure a seamless transition from the existing website to the new one, in the eyes of both customers and search engines." The new site was scheduled to launch as Chrome World's busiest season approached, where organic search results play a crucial role in increasing traffic.

Fifth Gear seamlessly launched the new website through the exhaustive use of URL redirection tactics. ChromeWorld.com maintained its average daily traffic increases of 15% into its peak season, month over month.



www.ChromeWorld.com

Fifth Gear's design also focused on user experience, allowing shoppers to search by bike brand or type, providing a friendlier and more intuitive navigation. This improvement in usability proved to have a positive impact on conversion rates. "They provided great flexibility in the way my products are categorized, allowing search engines and real people alike to find exactly what we offer," JD says. "We want to serve up our customers with the products that are specific to their bike, rather than saying 'Here's a tire, and it fits these models.'" From the structure and layout of the site's pages to the categorization of products, Fifth Gear launched the new ChromeWorld.com to fire on all cylinders.

Fueling Sales with Email Marketing

In order to build stronger relationships with Chrome World's customers, Fifth Gear recommended email marketing as the right vehicle to use. With limited internal resources for managing a consistent communication plan, JD again turned to Fifth Gear for assistance. Fifth Gear's marketing services team offers a fully managed email marketing program that was a perfect solution. An email template was designed to complement the new ChromeWorld.com website and Chrome World's staff collaborated on numerous campaign ideas. Their first email featured a letter from JD thanking his customers for their loyalty. It also included an unbeatable deal on GPS units designed specifically for motorcycle riders. With an open rate over 43%, a click-through rate over 54%, and a very low opt-out, Chrome World's introductory email blew past industry-based expectations. It was a true testament to the quality of Chrome World's business, its message, and its customer relationships. Most importantly, that single email sold more GPS units than the website's previous all-time total.

Needless to say, JD is excited for the growth and potential of ChromeWorld.com, its SEO initiatives, and its email marketing program. **"Fifth Gear is very responsive to my needs,"** he says.



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