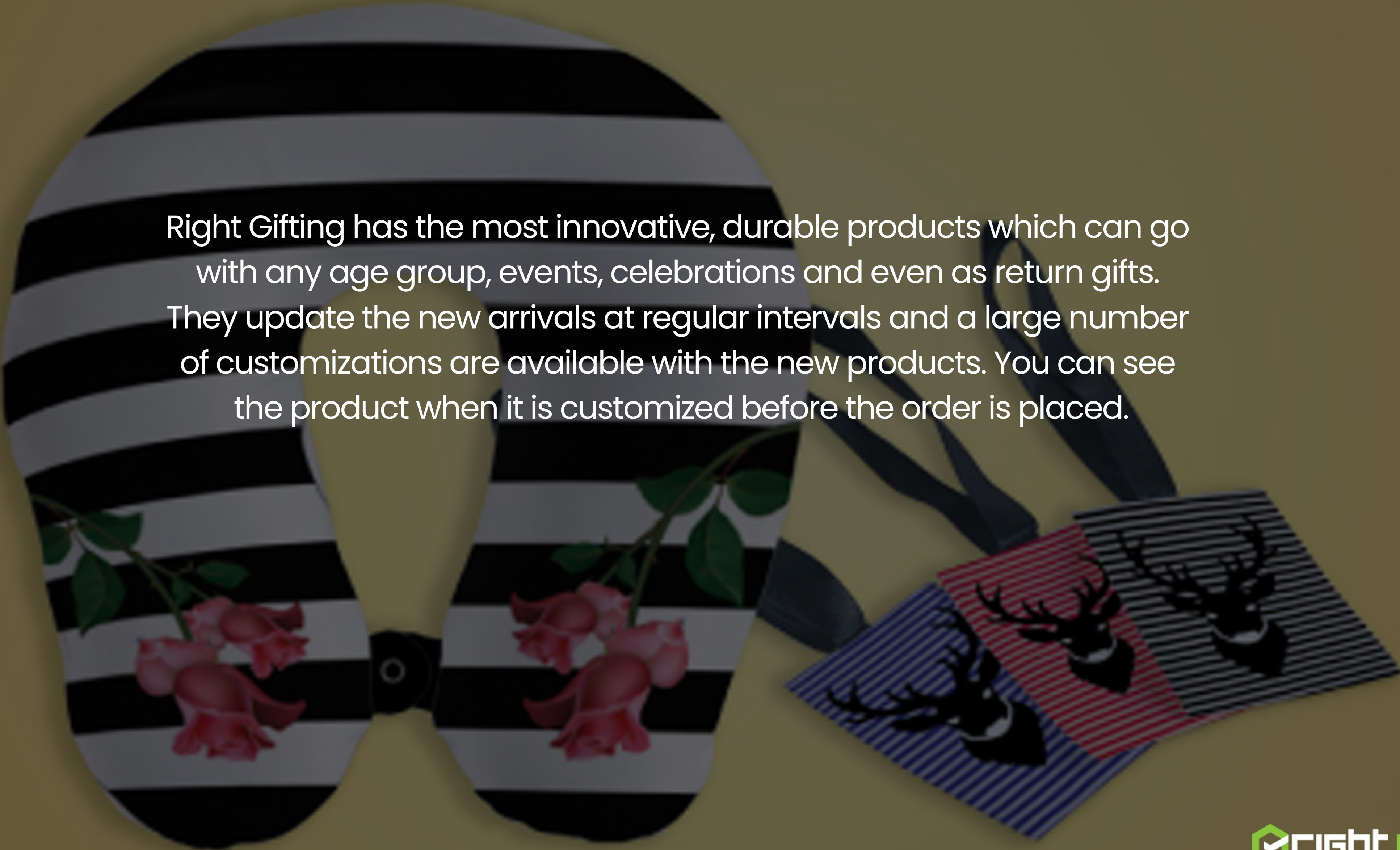




The website was made from scratch with the best look and feel and the features for smooth customizations of the product.





Right Gifting has the most innovative, durable products which can go with any age group, events, celebrations and even as return gifts. They update the new arrivals at regular intervals and a large number of customizations are available with the new products. You can see the product when it is customized before the order is placed.





Planning

Planning related to the site optimization, custom product page, customized menu, the design with a fresh layout, home, and product page was mapped out effectively. We planned how to provide them easier pathways to navigate the site.



Strategy

The main strategy of Right Gifting was planned after we identified their core mission. They were more focused on the customization of products and that process needed to be smooth so that the customers should not leave the site while doing the customizations.





Implementation

- Category, order and product page migrated and new category also added.
- Modifications to the CMS page
- Customizations of the products
- Review Integration
- Integration of size chart



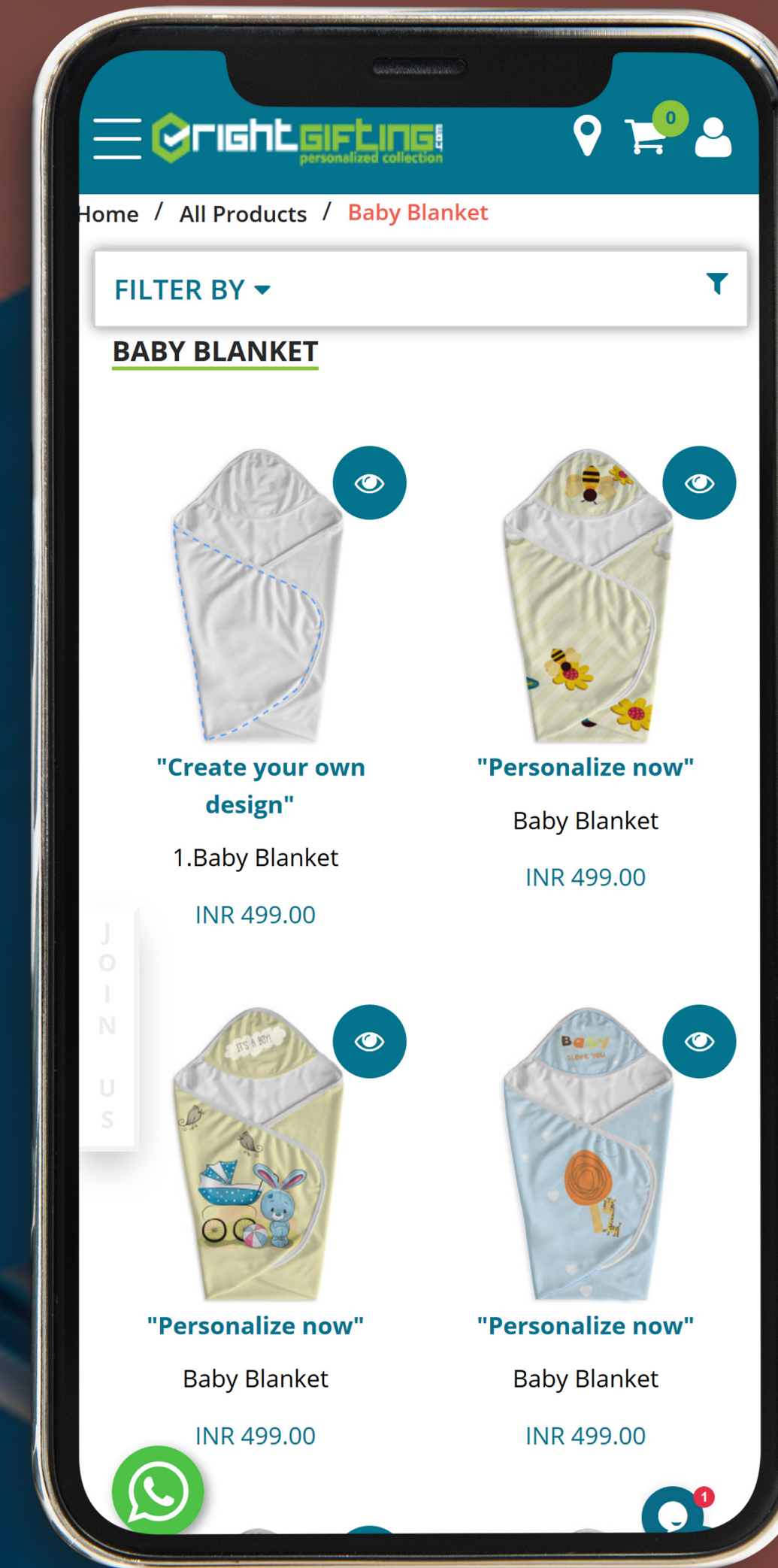
Results

The site has smooth customization. One can customize the product using different images, text, and colors. We made the module for customization using which the customer will be able to create the product of his own wish and now the site is effectively working with the best conversions.



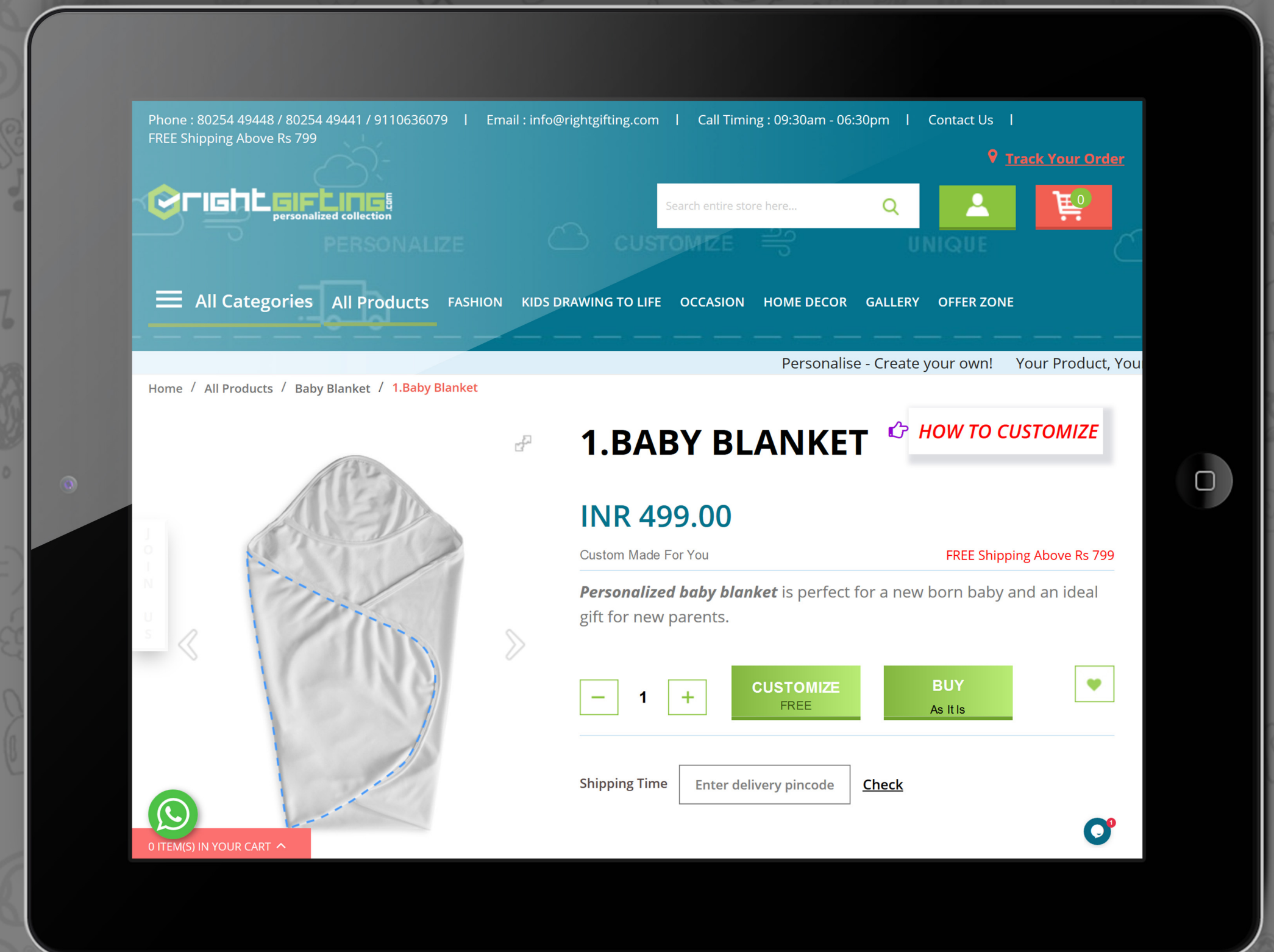
Mobile Responsive

same look and feel in your handy device.



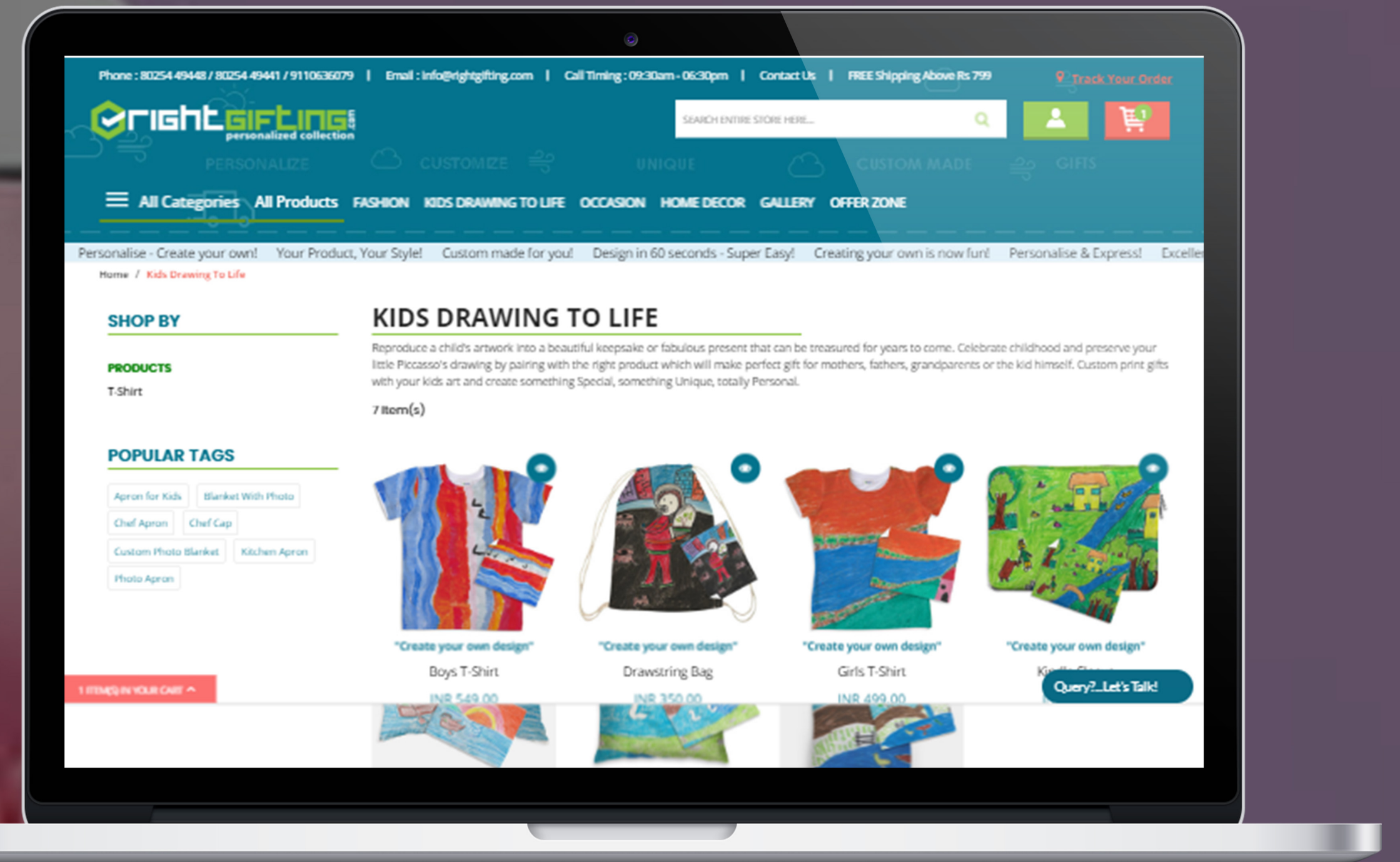
Tablet Responsive

Enables to view the site on the large screen.



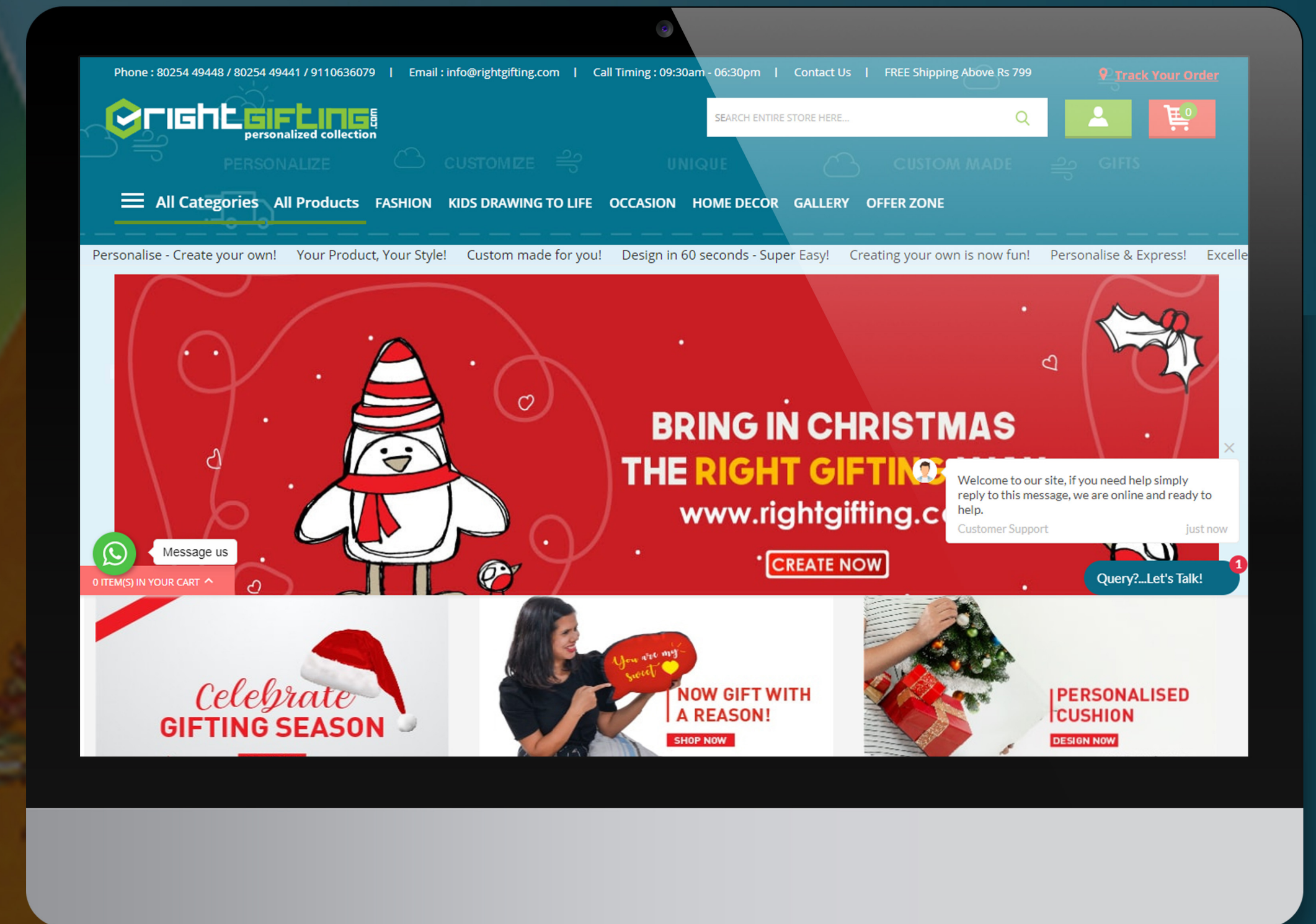
Laptop Responsive

Fits best in your laptop

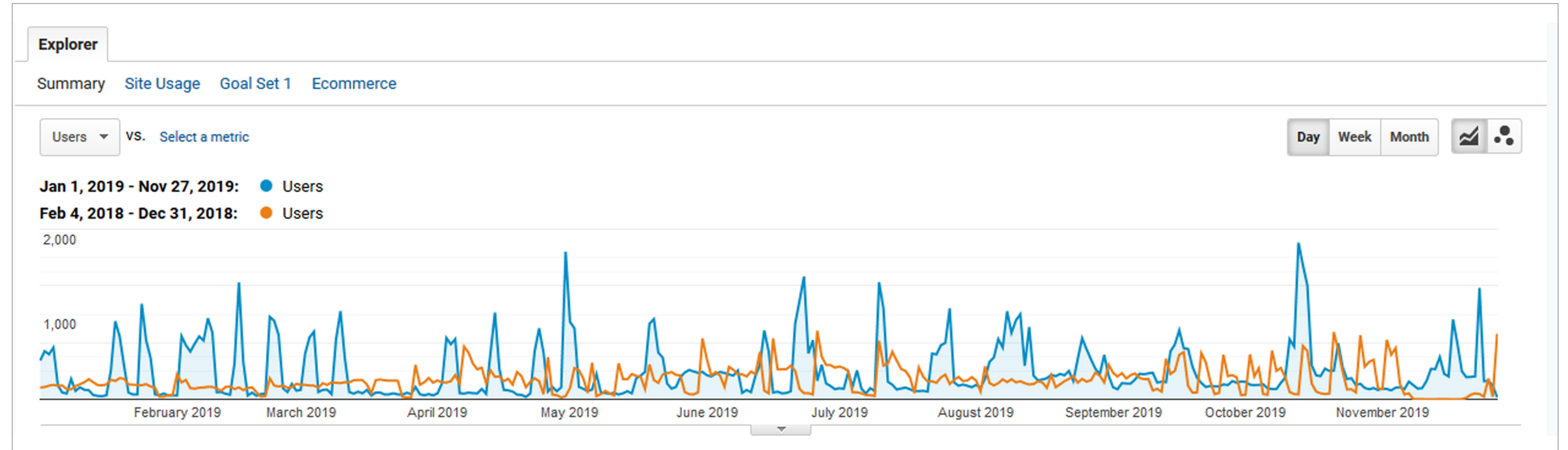


Desktop Responsive

It will look equally perfect in your wide screen.



The traffic on the website has Increased



The conversion rate on the website has Increased



Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	217.85% ↑ 161,385 vs 50,774	214.81% ↑ 160,250 vs 50,904	205.75% ↑ 212,987 vs 69,660	20.57% ↓ 44.98% vs 56.63%	11.90% ↓ 2.99 vs 3.39	59.44% ↓ 00:01:56 vs 00:04:46	6.89% ↑ 0.30% vs 0.28%	226.80% ↑ 634 vs 194	204.80% ↑

Plot Rows Secondary dimension Sort Type: Default Organic advanced

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	168.34% ↑ 22,095 vs 8,234	176.65% ↑ 21,496 vs 7,770	171.07% ↑ 30,219 vs 11,148	32.63% ↓ 29.62% vs 43.97%	35.76% ↑ 5.09 vs 3.75	19.71% ↓ 00:03:49 vs 00:04:45	1,059.42% ↑ 0.73% vs 0.06%	3,042.86% ↑ 220 vs 7	4,045.11% ↑
Organic Search									
Jan 1, 2018 - Nov 27, 2019	22,095 (100.00%)	21,496 (100.00%)	30,219 (100.00%)	29.62%	5.09	00:03:49	0.73%	220 (100.00%)	4,045.11 (100.00%)
Feb 5, 2016 - Dec 31, 2017	8,234 (100.00%)	7,770 (100.00%)	11,148 (100.00%)	43.97%	3.75	00:04:45	0.06%	7 (100.00%)	1,059.42 (100.00%)
% Change	168.34%	176.65%	171.07%	-32.63%	35.76%	-19.71%	1,059.42%	3,042.86%	4,045.11%



Tools and extensions we have utilized





Platforms we use to maintain continuity and uniformity



We are here to outgrow your business and taking it to a different level.

Connect with us now!

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