



## Case Study - Lookfantastic

tradeIT

Lookfantastic, the UK's largest online luxury hair and beauty retailer, needed to update their old, outdated ecommerce platform which was unable to support the latest online technologies. Poor search engine compatibility, very basic checkout functionality and difficulties with 3rd party software integration were overcome by moving to Red Technology's feature rich e-commerce platform, tradeIT™.

### Business challenges:

- Make site search engine friendly to improve natural search engine ranking; reducing the time and resource put into paid search campaigns.
- Increase average customer spend by introducing cross-sell and up-sell tools.
- Future-proof investment by introducing expandable technology that can grow and develop with the business.

### Solutions:

- Ensure good search engine visibility by allowing search spiders access to content, product detail and implementing contextual URL protocols.
- Up-sell by offering alternative products and bundles based on basket content and products viewed. Fine tune offering through integration with Mercado 3rd party tools.
- Implement comprehensive & flexible voucher and discount scheme targeting specific customers and customer groups.

### Benefits:

- Reduced costs and increased visitor numbers by improved natural search engine rankings.
- Increased order values through up-selling and improved return visit rates improve profitability.
- In-built web tools and the ability to manage multiple web sites help to future-proof the investment and ensure good return on investment.

*"Not only does the new ecommerce platform enhance the customer experience and improve site manageability, but the technology allows us to expand functionality and easily integrate with 3<sup>rd</sup> party software as required; helping to ensure good return on investment".*

Daniel Crown  
Managing Director, lookfantastic

The tradeIT™ ecommerce platform is fully scalable to grow with the needs of the business. It is extremely search engine friendly, allowing search spiders complete site access, can automatically generate contextual page URL's relevant to content, and also allows manual URL editing—helping to ensure that not only content but also individual products can be found on search engines.

The new site runs up to 6 times faster than the old site and it's shopping basket functionality is extremely flexible. Promotions can be rapidly generated for individual customers and customer groups; offering either £-off, %-off, free gifts, shipping discounts and email vouchers—based on spend, purchase history, basket size and basket contents. This facilitates increased customer spend & satisfaction, encourages repeat visits and helps generate additional revenue. tradeIT™ seamlessly combines full multi-site web content management, merchandising and e-marketing. Individual internal departments can take control of, manage and update their own content; speeding up the process and reducing cost.

A leading UK e-commerce solution provider since 1996, Red Technology have built hundreds of B2B and B2C e-commerce solutions. Customers include high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.

An in-depth case study of lookfantastic e-commerce solution can be found at

<http://www.redtechnology.com/Clients>

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