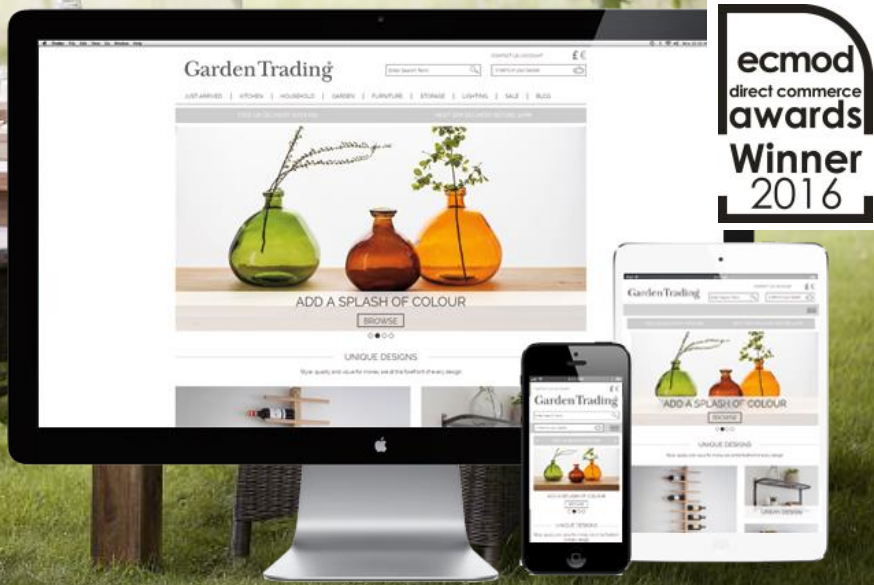


Garden and interiors company reaps rewards by choosing the **tradeit** ecommerce platform for B2B & Retail ecommerce



Visit www.gardentrading.co.uk

Project Highlights



B2B & Retail ecommerce sites, both running from a single instance of the **tradeit** ecommerce platform.



Multi-award winning site having collected both ECMOD Direct commerce and Sheerlux awards in recent years.



Fully responsive sites with 4 breakpoints, optimised for all devices helping to ensure the best possible user experience.



Rich user engagement through integrated blog and social media.



MOTO capability for a single view of all ordering activity, regardless of channel.



Design, segmentation and sending of all marketing emails in-house via the platform.



Multi-currency ordering catering for international customers.



tradeit
ecommerce platform

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Garden Trading started life 1994 as a wholesaler of high quality garden and home accessories. The focus is to design and produce functional products for the home and garden, without having to compromise on style. Since that time the company has established a strong client base with hundreds of merchants, including John Lewis and Heals, carrying their products. About four years ago, due to high demand, the move was made to also offer the products online, directly to the consumer.

Driving online sales

Their old site was very basic and simple with limited controls, and having traded online with moderate success for a couple of years, Garden Trading felt that they needed to re-platform in order to drive sales growth and increase conversion of customers to orders, as well as raising the profile of the brand to both the trade and their end users. They struggled with the management of their old site which also lacked the functionality to increase the four key areas of online sales; attraction, engagement, conversion and re-engagement. Of particular interest was **tradeit**'s ability to support separate responsive B2C and B2B ecommerce sites from a single platform and user interface, whilst easily sharing content or information between the two. Also of note was **tradeit**'s integrated email marketing system which allowed them to design, segment and send all of their marketing messages from the platform.

With a long list of requirements, and after an extensive search process, Red Technology and their **tradeit** ecommerce platform were chosen due to the enhanced usability of the platform for both customers, and for Garden Trading's own team. **tradeit**'s powerful content management system and class-leading marketing and promotions engine has enabled Garden Trading to manage their new site, marketing emails and all online promotional activity, in house. All in all, they are delighted with the results so far.

Phenomenal growth

The **tradeit** platform has helped Garden Trading to grow their ecommerce business substantially and is testament to the robust and flexible nature of the platform. Average Order Values are already up over 20% and sales have increased by a staggering 50% against last year. Not only that, within months of the launch, they won the award for 'Best Online Garden Store' in the Sheerlux Online shopping Awards, beating off stiff competition from the likes of John Lewis and Garden Boutique. In 2016 they were also awarded an ECMOD Direct Commerce award for 'Best Multi-Channel Business/Brand Annual Sales of £5-£15 million B2B'.

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**. The **tradeit** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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