

# Case Study

D2C & Subscription Ecommerce  
for leading pet food manufacturer.



McAdams started life in the Sussex countryside when the founder, Neil, was out walking his Labrador and passed a free range chicken farm. He drew inspiration from how the chickens roamed free and set about delivering the best quality dog food to help support ethical, cruelty-free British farming. Having succeeded, and expanded the range to include cat food too, McAdams is now available directly online and from carefully chosen, specialist pet stores around the world.

## Project Highlights



### Customised design

Completely customised design with unique components across the site helping them stand out from their competitors and avoid the cookie cutter look and feel often associated with theme-based platforms.



### Replenishment subscriptions

Site built to cater for replenishment subscriptions inherently within the platform so functionality all works together. No clunky plug-ins, bolt-ons or apps and no additional costs.



### Store locator

UK store locator helping customers find retail partners with Google maps and postcode lookup powered by Loqate. International stores are also listed separately.



### Call centre

Built-in call centre allows admin users to setup/view customer accounts and process orders on their behalf as well as aiding customer service to provide support.



### Returns

Returns displayed in user's my account with complete timeline so customer can view all status changes.



### Multiple payment options

Multiple payment options including card payments, PayPal and Apple Pay.



### Integrations

Seamless integration with numerous third-party systems including Trust Payments, Feefo, Mailchimp, Loqate, Google Tag Manager, Google Analytics etc...



### Multi-lingual

Integration with Weglot to provide site in a number of different languages including some in symbol-based text.

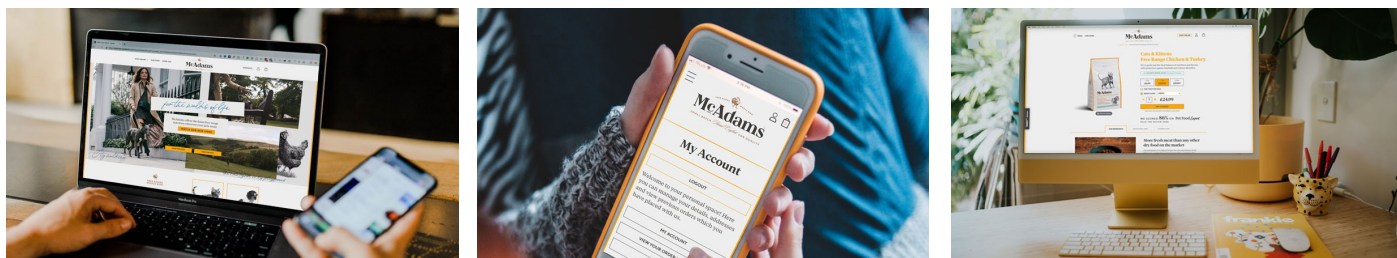


### User generated content design

User generated content delivered through SnapWidget integration to the brand's Instagram account.

# Project Overview

With such a strong message it was important that the website reflected their brand, so a fully customised design tailored to their exact requirements was the starting point. Using tradeit's conditional components we were able to deliver rich content pages that make up their stunning design, but still provide the flexibility for them to be easily edited by non-technical staff.



As you'd expect with such quality products, they are only available in carefully selected stores and from certain online retailers where nutritional advice has been received from McAdams and can be passed on to customers. This considered approach means that they are reliant on DTC sales from their website forming a large part of their sales. It also ensures they can carefully control their brand image and build long term relationships directly with their end users.

The focus on D2C sales is reflected in the clean and functional design of the site which aims to drive users to products and make purchasing them as easy as possible. To that end, there is a quick add function on the product listings pages to making buying multiple items a cinch without visiting each product page (including choosing any variations and both one-time & subscription options). There is also a closed checkout with address book and multiple payment options (including saved cards) to speed up purchase. Existing users can add to their subscriptions, without even checking out!

As direct-to-consumer sales are so important, offering subscriptions is a key element of their sales strategy and was paramount on the site. It's a great opportunity to ensure future revenue without the added cost of acquisition, and helps drive a significantly higher CLV (Customer Lifetime Value) than from non-subscribers. Rather than rely on a third-party plugin or app like Autoship or Aheadworks that they used previously, the subscription functionality is inherent to the tradeit platform. That means it's developed as part of the core code by the same developers responsible for the platform, ensuring every element works perfectly with the other functionality.

It's PCI DSS compliant and functionally rich too, with a focus on customers' ability to self-serve. That means they are in control of their repeat orders and can add to them, change their frequency, their billing day, their payment method, the delivery address, move the billing date (if they are away for example) or cancel them whenever they like. It's a perfect example of a modern D2C ecommerce site.



*Red Technology have been nothing short of exceptional with their knowledge and guidance with this project. They have been a pleasure to work with from start to finish, their attention to detail has been excellent for us with understanding our expectation and drive for a successful website. The subscription module has been great to work with, our customers are very happy with everything, and everyone understands how it works very well."*

## E-Commerce & Marketing Director, McAdams

### Project Integrations



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