

CASE STUDY Something Different Wholesale

SOLUTION B2B Ecommerce for Wholesaler



Founded in 1999, Something Different Wholesale has grown rapidly over the years and is one of the UK's leading wholesale giftware suppliers and importers, stocking over 3,000 products and supplying over 25,000 customers worldwide.



Project Highlights



B2B ecommerce

Advanced B2B tools such as view/pay invoices online, quick order forms, saved baskets, saved quick order forms and more.



Advanced search

Advanced on-site search capabilities including suggested search terms & categories, content & product search, fuzzy search, boosted & weighted searches and much more.



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.



Multiple payment options

Multiple payment options including Credit/Debit Cards, PayPal, BACS, On Account & Buy Now Pay Later from Hokodo.



FBA delivery

Customers who use Amazon Fulfilment can have orders shipped directly to any centre of their choice at checkout.



Advanced up-sells

Advanced upsell functionality throughout the site drives up AOV from their existing customer base.



Quantity-based pricing

Alternate pricing can be set across different quantity blocks on each individual SKU.



Rich images

Products brought to life through image zoom, product videos, and 360° image view.



Wishlists

Automated emails and promotions driven by price changes to items within users' wishlists.



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Project Overview

With the aim of increasing web sales to over 80% of their revenue, Something Different Wholesale approached us a few years ago about replatforming to tradeit. Unfortunately, at that time, they were required to use a local agency near their



offices to build a bespoke solution. Nevertheless we remained on their radar and little more than eighteen months later they returned having realised their bespoke solution fell way short.

Their previous platform was severely lacking in advanced B2B functionality, on-site promotions, and multi-site capabilities when compared to tradeit. It quickly became apparent that they needed to replatform again in order to be able to scale their online business towards their target, and in their own words they "hoped to provide customers with a platform rather than a website to login and purchase"

It's a very astute observation as there is quite a distinct difference between the two. Many common ecommerce platforms have been built and developed to support retail ecommerce so don't have the feature-set to deliver comprehensive B2B ecommerce sites like tradeit. B2B ecommerce is very much an afterthought for those platforms, so as a result they deliver a simple order-taking tool rather than a full-scale, automated customer platform, capable of personalising the user's experience and driving up revenue, conversions, and AOV.

The site features a huge set of tools that has helped them on the way to achieving their target of 80% of revenue coming online. These include a class-leading promotions & personalisation engine, on-page CMS and a vast array of B2B-specific functionality such as the ability to view/pay invoices online, quick orders forms, saved baskets, saved quick order forms, and tradeit's call centre application.

Since launch, the site continues to grow and evolve with a number of distinct enhancements already applied. These include some innovative work to exploit the information within wishlists and an award-winning project to drive up-sells in various places across the site.

“*The tradeit platform contained all the features that we required and would enable us to avoid building many of our desired business-to-business functionalities from scratch. It's an all-encompassing ecommerce platform that will enable us to grow our reach of customers and provide an array of B2B functionality for our existing customers.*
IT Manager, Something Different Wholesale

Project Integrations



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