



## **CASE STUDY**

### **STARFISH 360 HELPS CONVERT LOST MOBILE TRAFFIC INTO MILLIONS OF POUNDS**

Starfish 360 has provided the roadmap for a large multi-brand online retailer to convert growing mobile and social traffic into increased sales and turnover.

Multi-channel mobile and digital specialist, Starfish 360, provided the expertise to deliver a return on investment that has seen a major online fashion retailer convert lost mobile sales into orders totalling millions of pounds.

Using Starfish 360's tailored multi-channel strategy and three-year roadmap the retailer created its first dedicated ecommerce mobile website for one of its major brands.

The retailer's mobile channel was not configured for customer use and despite growth in traffic it wasn't converting into orders (whereas the retailer's traditional online activity was resulting in good sales). Upon delivery of the mobile strategy - when traffic volumes had increased - the conversion rate for orders jumped more than six-fold. With future development Starfish 360 is confident the channel will match the traditional online conversion rate.

Chris Brassington, CEO of Starfish 360, says: "The main challenges were coordinating and securing internal agreements on technical solutions, architecture and timescales between the retailer's business units and IT department. Despite the challenges the solution was delivered in line with expectations."

To deliver the multi-channel digital strategy a full departmental review was undertaken to analyse and assess the best possible usage of mobile devices and social channels throughout the company. A project was also started to deliver a full ecommerce mobile solution for the fashion retailer's main brands to convert the increasing mobile traffic into sales and revenues, which would provide evidence of mobile's potential.

Chris says: "Our approach meant we could be as flexible as possible in supporting and enabling the ecommerce business teams - and other departments - in delivering mobile and social requirements in a sequence that would benefit them the most; as defined by the business teams themselves.

"We're able to adapt our approach to suit the client environment. In this case it was simply by working on-site with the key stakeholders from each department in a supportive fashion, enabling them to decide what they wanted, whilst Starfish 360 provided the project management, educational coaching and technical support to facilitate delivery."

The budget investment in the mobile and social roadmap by the multi-brand online retailer was rapidly returned in a matter of weeks and it will go on to provide an ROI that can be measured in millions of pounds.

For more information about Starfish 360 please click on [www.starfish360.com](http://www.starfish360.com) or contact Starfish 360 at [info@starfish360.com](mailto:info@starfish360.com).