



PADDOCK SADDLERY E-COMMERCE DEVELOPMENT

ABOUT:

Paddock Saddlery is a division of Big Dee’s Tack and Vet Supplies that distributes clothing and specialty equine products.

CHALLENGES:

The client has an antiquated website built on a custom e-commerce platform.

This website is clunky and heavy, leading to inefficiencies in user experience and a sub-optimal performance in converting users who are in the purchase funnel.

The website requires frequent updates to remain on par with industry standards.

Additionally, the client has legal restrictions that mean certain products in their inventory are not eligible to ship to certain locations.

PROCESS:

Paddock Saddlery was conceptualized as an easy to navigate, lighter version of Big Dee’s primary website.

The goal was to launch a new brand aimed at capturing a higher market share. The client had carefully curated the product inventory to focus on just the top selling products.

Their requirement was to launch these products, as a new brand, on an industry leading e-commerce platform that supports scaling up efficiently and requires minimal ongoing maintenance.

SOLUTION:

NetElixir manages the digital marketing campaigns for Big Dee's. We were instrumental in identifying the challenges on the current site, conceptualizing the new brand and recommending Shopify Plus as the e-commerce platform of choice.

NetElixir's expertise in retail, our long track record of digital marketing services, the strong technical partnership with the flexible Shopify Ecommerce Platform, and our team of certified e-commerce developers were key factors in the strategic partnership between Paddock Saddlery and NetElixir.

Our integrated approach meant that the website was built to be optimized for SEO + set up for Google & Facebook advertising with Ready Product Shopping feeds + Analytics Conversion Tracking Setup and Analysis through Google + driven by customer profile insights.

KEY PROJECT CHALLENGES

Paddock Saddlery was conceptualized as an easy to navigate, lighter version of Big Dee’s primary website.	▶ Recommended a choice of themes to correspond with branding. Enhanced user experience with mega menu, easy product navigation, choice of product filtering options and ability to repeat orders. Created a responsive design site to improve mobile UX.
Data migration was needed from the current system to new system.	▶ Wrote custom code for a seamless data migration solution
A solution was needed to embed combination of discount options at the cart level, item level, bulk products, and shipping.	▶ We identified a solution through a combination of third party apps and customizations. This created more variants while still having the same discount options to customers.
The existing website had lower than desired AOV.	▶ Added a custom Shopify solution to configure the upselling and cross-selling of products to increase the average order value.
There were shipping rules with different carriers and product combination of prices, restriction of products sale to certain geos, etc.	▶ Used third party extension to create a process that addressed all shipping concerns.
The integration and matching complexities between the Shopify themes, extensions and custom code was a challenge.	▶ Identified suitable Shopify extensions (10+) and custom code. Setup and configured the extensions, resolved technical conflicts between the extensions.

NETELIXIR FOCUSED SOLUTIONS



INDUSTRY: Pet



“The NetElixir team is like an extension of our in-house staff. It's relieving knowing that our brand is in the hands of experts who are looking out for our best interests.”

Jessica Roslan
eCommerce Manager
Big Dee’s Tack and Vet Supplies

SERVICES

- Paid Search
- SEO
- MarTech
- Social Media
- Amazon Analytics