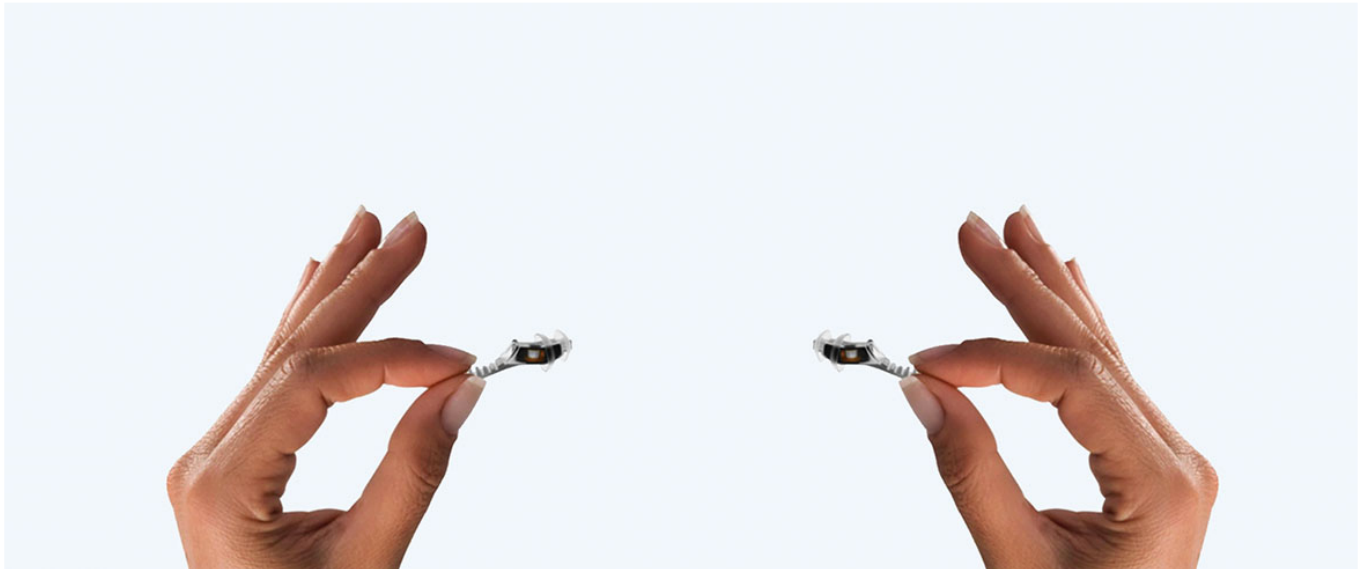


New York, NY, USA

Audicus

audicus.com



Audicus offers affordable, designer hearing aids online.

Audicus hearing aids are discreet, high-tech products that you can buy directly through our website - without the large intermediary costs.

What are the key factors that have helped your store be successful?

Shopify made it incredibly easy to create an attractive, clean website to showcase our devices. It also made it easy to post content, which we were then able to disseminate through social media. We do most of our marketing online and we spend a great deal of time analyzing the purchasing patterns of customers so that we can better optimize our marketing campaigns.

What are your top recommendations for new store owners?

Do as much research as possible, but prepare to be unprepared. Each day we continue to learn about the demographic we address and each day we are able to improve our site to address its needs.

Any Closing Remarks?

We love Shopify! It's been able to address our needs as we've rapidly grown and we'd recommend it to anyone opening an ecommerce store.