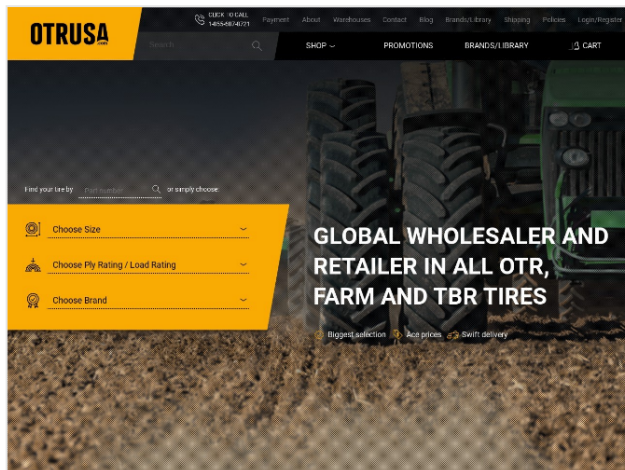




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

OTRUSA



OTRUSA is a global wholesaler and retailer of OTR, farm, and TBR tires.

Based in Brooklyn, NY, OTRUSA has been a trusted wholesale supplier to tire dealers, logistic companies, mining operations, and construction companies worldwide for more than 20 years.

The company offers an enterprise-grade, **membership-based**, B2B shopping experience—customers are able to browse over 4,000 products by size, price, brand, speed rating, as well as 30+ other filters.

OTRUSA.com stocks all major brands, working alongside manufacturers to produce their own lines of OTR, high-speed crane, and industrial tires. They are also the exclusive **United States distributor for Tiron**, a top-tier OTR manufacturer in South Korea.

Committed to environmentally-conscious initiatives, OTRUSA have proudly introduced the industry's premier remold loader tire. Their **Grünload** line utilizes the most advanced methods of retreading available, maximizing the re-use of materials and extended life of tires.

*"[We] used to work with another web design company that had set templates we had to choose from. **Neuralab** can customize everything, and they see every project differently. Instead of making our site look like everyone else's, they've adapted to our strategy."*
— **OTRUSA**

The design strategy for the updated OTRUSA online store was based on a BM/BD pattern (Browse On Mobile / Buy On Desktop). In addition, each B2B member on the site has its own pricing structure, catalog availability, and discount scope.

As a result, there has been a 33% rise on unique purchases, an 80% boost in the number of eCommerce transactions, plus a whopping 109% increase on sessions with transactions.

WooCommerce Memberships

EXTENSIONS USED

- **Mailchimp for WooCommerce**
- **WooCommerce Memberships**
- **WooCommerce Checkout Add-Ons**
- **Intuit Payments Gateway**
- **Authorize.Net**
- **Shipment Tracking**
- **Stripe**
- **Min/Max Quantities**

DEVELOPER



SITE DEVELOPED BY A
WOOWEEXPERT

DESIGNER

Neuralab

CATEGORY

Automotive

COUNTRY

United States (US)

VISIT WEBSITE

<https://www.otrusa.com/>