Grazitti Interactive™
Marketing for Digital Natives

Redesigning e-Commerce Website to Improve Conversion Rate

little **pipal**

65%↑ Higher Customer **Engagement**

50%↑ More **Conversions**

35%↑ Increased Traffic from **Mobile Devices**

> " *Our website www.thepipal.com needed a major revamp in terms of technology and design. Grazitti did an excellent job in putting together a responsive e-commerce website with a great UI experience combined with a robust backend. We required a lot of custom features and these were competently incorporated.*

Anuj Mahajan,
Co-founder,
Little Pipal

An e-commerce website required a revamp to increase sales

The Pipal, an online store for Personalized Kids Furnishings & Accessories, wanted to improve customer experience & engagement and increase sales. They had traffic to their site, but people were abandoning cart because of difficult navigation and non-responsive design.

They needed to transform their website into a responsive, mobile friendly, and easily navigable one to make the purchase journey easy for users. They also wanted to enable custom features on their website like providing discounts for new customers, allowing discount codes and coupon, etc.

Challenges

- Less personalization
- Limited functionality
- Static website design
- Outdated technology
- No product discount functionality

Solutions

- Added personalized features
- Designed a dynamic e-commerce website UX
- Leveraged the latest web technology
- Configured Sign-up promotion module
- Enabled code application functionality

Results

- Increased website traffic
- Enhanced user experience & engagement
- Decreased cart abandonment rate
- Improved conversion rate
- Increased sales

Putting together a responsive e-commerce website with a great UI/UX

ThePipal approached Grazitti Interactive to revamp their existing website. Grazitti's team of design and Magento experts went ahead and created a responsive, mobile friendly, easily navigable website with advanced e-commerce features. The solutions we provided included:

› **Responsive design :** Created a dynamic and responsive website design keeping the user personas, including buyers and influencers, in mind to provide a seamless user experience.

› **Sign-up promotion module :** Enabled functionality to provide discounts for new sign-up customers by generating random coupon codes and setting expiry dates for them.

› **Registration code module :** Empowered admins to auto generate and send discount coupons to registered users on the basis of selected price rule at the time of signup.

› **Price Rule discount :** Allowed offering special discounts for customers based on a set of conditions and implemented the defined conditions to prevent misuse of coupon codes

About the Client

ThePipal is an online store for personalized kids furnishings & accessories including crib bedding, nursery decor, backpacks, totes, pouches, gifts, and much more. ThePipal aims to reinvent kids online shopping to customers across India by providing quality products at reasonable prices.

About Grazitti Interactive

Grazitti Interactive offers a wide array of web design and development services leveraging the latest technologies like Magento, Shopify, Java, .Net, Drupal, SharePoint, and many more. We have a team of highly competent Magento experts who can assist you in boosting return on your e-commerce website through increased website traffic, impeccable user experience, better conversion rates, and cost-effective implementation. To know more, drop us a mail at info@grazitti.com