

LINKS



LONDON

LYONSCG CASE STUDY

Building a Connected Commerce Experience

LYONSCG Constructs a Captivating Solution for Links of London

Founded in 1990, Links of London has made a name for itself as an iconic international jeweler known for its imaginative design, fine materials, and flawless craftsmanship. The brand's vision meets at the intersection of function and fashion, and its passion for personalization further cements Links of London as one of the most unique jewelry boutiques in the world.

HIGHLIGHTS

LYONSCG Services

- Commerce Implementations
- Commerce Realized
- Digital Marketing

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- LS Nav - ERP
- Custom Bracelet Builder
- Custom Engraving Engine
- Emarsys - ESP
- Cloudbiz - CRM
- Avalara AvaTax
- LYONSCG Custom PCA Address Verification
- Feefo
- Egrologic Return Authorization
- Egrologic Order Status XML

CHALLENGE

The Links of London in-store experience is one of a kind. The brand's boutiques are very inclusive and shoppers expect attentive service throughout their visit. After finding their perfect piece of jewelry, customers are encouraged to personalize their purchases with custom bracelet charms and unique engravings.

Online shoppers, however were unable to experience the same same personal Links of London in-store service. Bracelet customization and jewelry engraving were not options available for digital customers, and they were unable to find nearby stores. Essentially, the only options for a digital customer was the ability to view products and place orders: a far cry from the immersive brand experience cultivated in Links of London stores.

The innovative spirit of Links of London was reflected in its digital experience, but the brand's non-responsive mobile site lagged behind. Content was scraped together from the desktop site, and required manual maintenance to keep the mobile experience up to date. Even though the mobile site was integrated with the brand's ERP system, a clunky and unstable checkout process kept mobile visitors from being able to complete purchases or locate boutiques, damaging mobile profitability and conversion.

Links of London wanted to find a commerce services partner that could not only develop a sophisticated and unified digital experience across channels, but also optimize it and help the brand accomplish its long-term digital goals. This partner needed to have world-class development, support, and digital marketing teams to implement SEO, loyalty, and international shipping and payment solutions.

LYONSCG
Commerce Realized!

SOLUTION

Due to its breadth of expertise and holistic engagement model, LYONSCG was the perfect partner for Links of London. LYONSCG developers dove in and quickly implemented the brand's engaging design concepts and content into Salesforce Commerce Cloud, ensuring the unique look and feel of Links of London extended throughout the site. The team also went to work creating a fully responsive mobile site that mirrored the desktop experience.

Links of London worked with a separate solutions provider to develop a digital counterpart to its Bracelet Builder and engraving personalization services. LYONSCG collaborated with this group to build a custom integration and seamlessly mesh this functionality into Commerce Cloud. Other customizations such as a Store Locator ensured that online shoppers could easily find Links of London boutiques and reserve their favorite items in store.

During the implementation, LYONSCG SEO experts developed and implemented a robust organic search strategy for the iconic jeweler. Normally, SEO partners would begin an engagement after the site launch. However, LYONSCG's holistic engagement model and deep Commerce Cloud expertise enabled SEO experts to ensure the site was SEO optimized during implementation, giving Links of London a half-year's head start on its search optimization strategy.

With the Links of London EU site live, LYONSCG's Commerce Realized support group utilized a master site architecture to quickly spin off an identical site to serve North American customers in the US and Canada.

“ We wanted to engage with a partner that could help us connect with customers throughout their customer journey. Across technology, strategy, marketing, and more, LYONSCG made that a reality.

George Matinopoulos
CIO & Head of E-Commerce,
Folli Follie Group

OUTCOME

Now, Links of London has a truly unified shopping experience. Customers receive the same high-touch, personalized boutique experience whether they are online or in one of the company's 386 stores around the world.

The original SEO optimizations drove large amounts of traffic to the new site. Continuous optimizations around on-site SEO, https, algorithm changes and merchandising are driving substantial results and boosting the brand's visibility in the market.

Moving forward, Links of London and LYONSCG continue to collaborate on paid media campaigns, influencer marketing strategies, and continuous link building through the brand's blog and rich content pages. This content-centric marketing strategy focuses on the brand's most competitive keywords, ensuring that upticks in traffic are coming from the right audience at the right stage of their buying journey.

All of this has come together to drive a 20% increase in conversion year-over-year, rapid traffic acquisition, and significant operational efficiencies for Links of London.

RESULTS

Year-Over-Year Growth

- 20%** - Organic Search Traffic
- 40%** - Organic Search Conversion
- 70%** - Organic Search Revenue
- 20%** - Bounce Rate Improvement



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