



Reference Cart and Checkout Module Solution

"Our shopping experience was out of date, and we were losing sales because of it. Explore was able to quickly build a new responsive checkout cart. We enjoy working with Explore, and they have emerged as a great partner to our team."

- Gary Hansen, Proprietor/CEO, Ellington Handbags

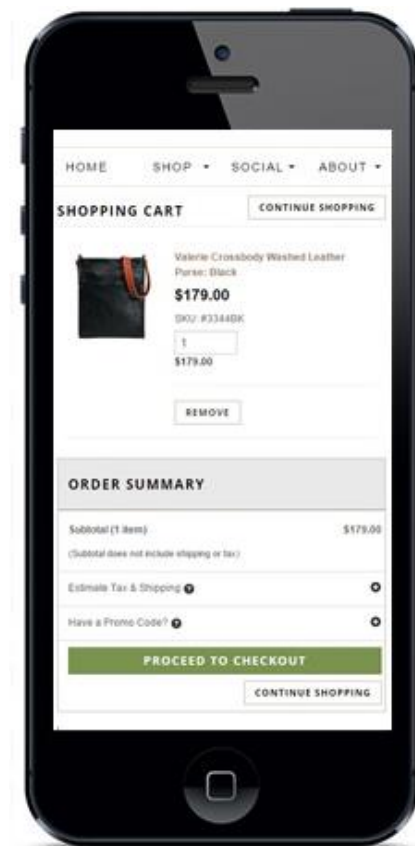
Background: Ellington is a group of dedicated handbag designers working in Portland, Oregon. They may be a small crew, but they are aiming to change the world one bag at a time. Ellington creates each bag to be the perfect companion for your everyday adventures featuring pockets for all your essentials, a strap that fits on your shoulder as if it was made just for you, and luxurious leathers and fabrics that feel great and wear well. Ellington Handbags knows that looking good feels good, so they focus on casual-chic designs that you'll feel good carrying not only for a season, but for years.

Issue: [Ellington Handbags](#) has been working with Explore Consulting since 2005, so when they needed assistance to boost their online marketing presence, they turned to the [Explore Digital Marketing](#) team. While investigating ways to increase Ellington's conversion rate, the SEO team discovered that over 70% of the site traffic from the previous year was from mobile and tablet devices.

"By simply installing the cart and checkout module Ellington Handbags created a better experience for their shoppers and more than doubled their sales."

The checkout cart on Ellington's site was not made for mobile and tablet devices, so it was difficult and cumbersome for customers to navigate the checkout process. According to a 2014 study by Harris Interactive, 41% of potential buyers do not complete a purchase on mobile devices because it is too difficult to enter credit card information. With such a difficult

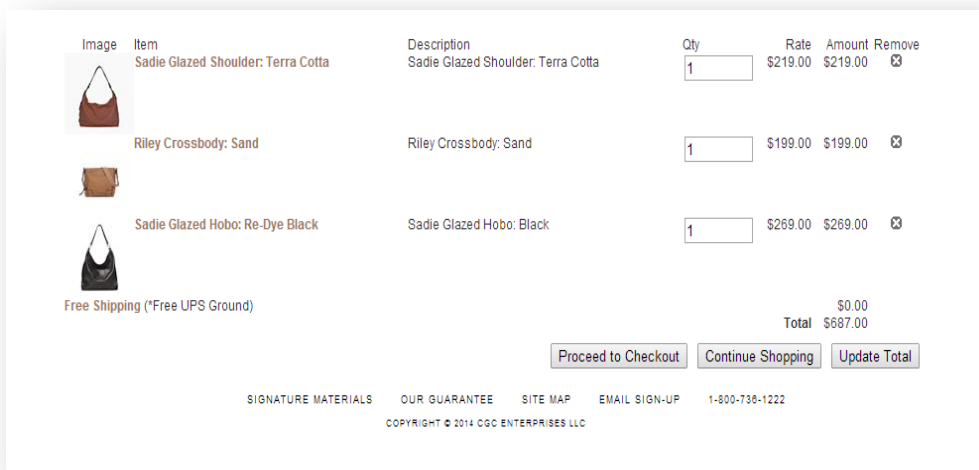
checkout process, Ellington was losing many customers before they could complete a purchase.



Solution: Explore recommended upgrading to the free responsively designed NetSuite reference cart and checkout module. The installation and design styling of this module was quick and easy and provided a significantly improved customer experience. Through the modules enriched usability and responsive design elements it became much simpler for desktop, mobile,

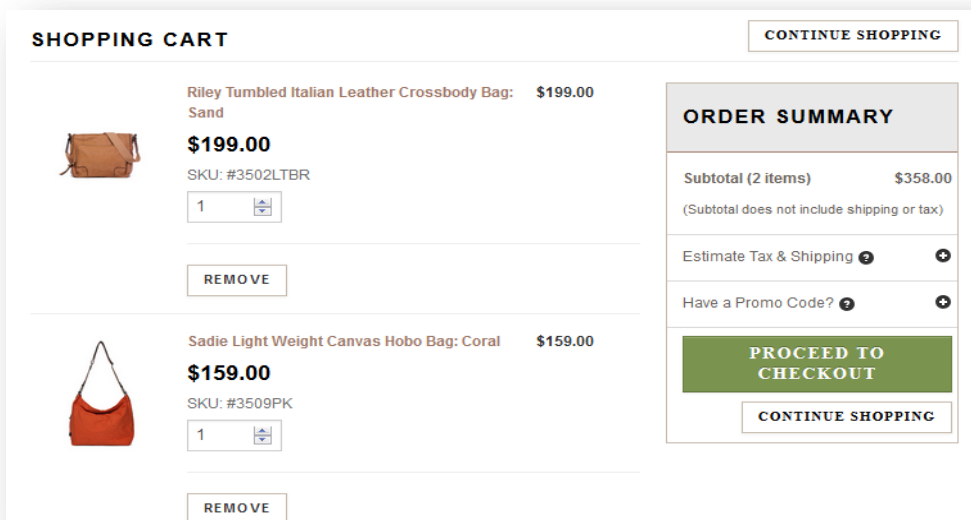
and tablet users to find products, add them to their cart, and complete purchases. The reference cart and checkout module enables a checkout process to be completely responsive but does not require a NetSuite Site Builder site to be converted to responsive prior to implementation. Ellington Handbags was able to use the checkout module right away while having a phased approach for the implementation of responsive design for the rest of their site. The checkout module instantly created a better checkout experience for the 70% of users buying on mobile and tablet.

Results: After Explore implemented the cart and checkout reference module Ellington Handbags experienced an instant increase in their conversion rate and revenue. Compared to the same period last year conversion rates doubled and revenue increased by 62.16%. Compared to just prior to the cart and checkout module implementation conversion rates were up 43% and revenue up 62%. By simply installing the free cart and checkout module Ellington Handbags created a better experience for their shoppers and more than doubled their sales.



Pre-Implementation

Before Explore provided our solution implementation the checkout was widescreen and difficult to view on tablet and mobile devices.



Post-Implementation

After Explore implemented our solution the checkout process became responsive and easy to view in any device.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT system's needs. With a focus on cloud web-based business systems like NetSuite and Amazon Webstore, Explore has developed industry-leading cloud and mobile platforms for clients like Liberty Mutual, Jawbone, LifeScan, The Onion, Seattle Seahawks,

American Greetings and the NFL Scouting Combine. As an Amazon Webstore Solution Provider, our team can help you harness the powerful, reliable, and secure Amazon platform by providing services including custom design and implementation, search engine optimization (SEO), eCommerce strategy, training, responsive design, integration and much more. For more information, visit www.exploreconsulting.com.