



The Transformative B2B Ecommerce Agency

## CASE STUDY



INNOVATION

# CONTINUOUS TRANSFORMATION

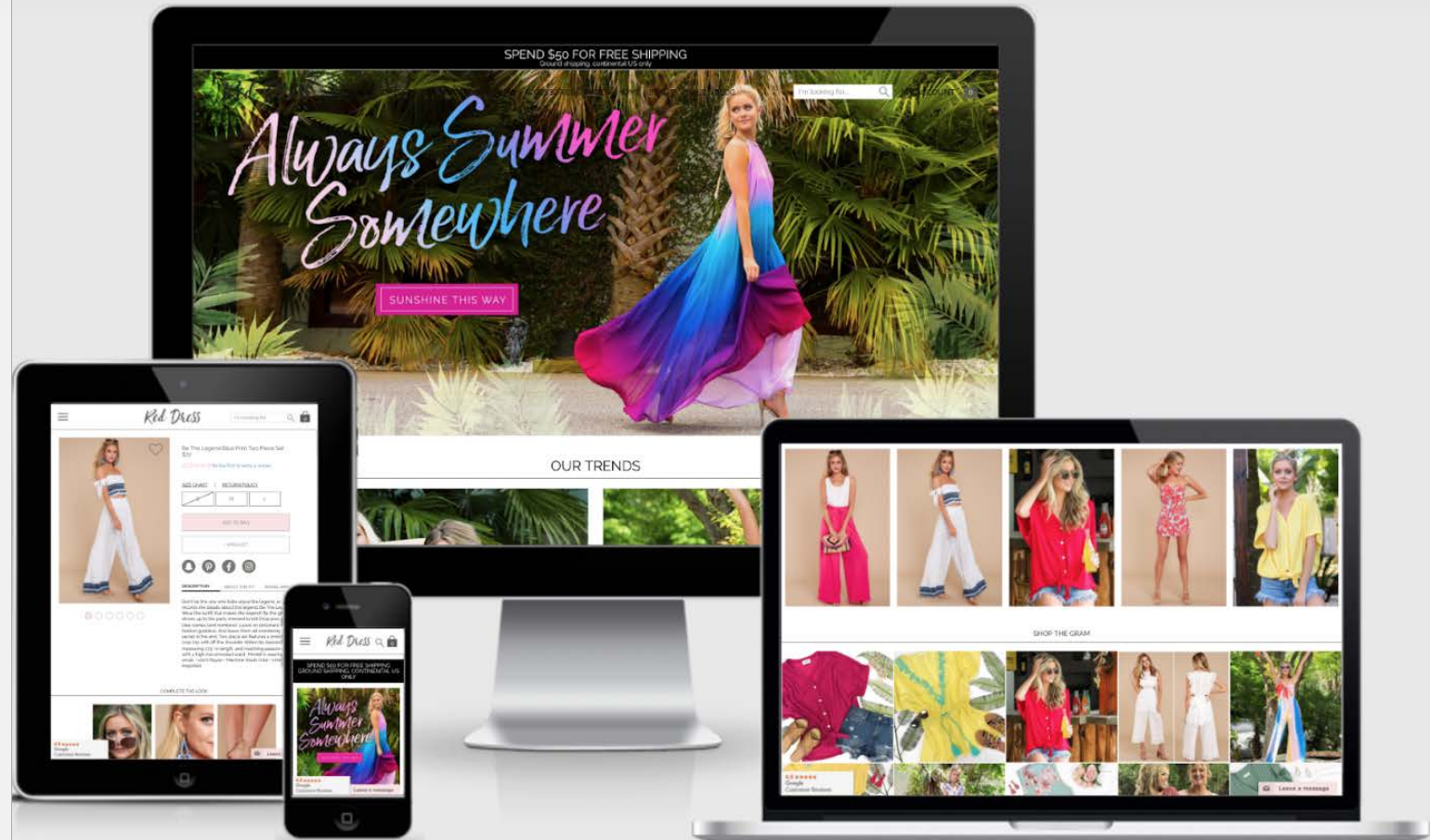
Red Dress

by  REDSTAGE

**\$100K** Saved annually by  
replatforming to Shopify instead  
of Magento 2

**34%** YOY growth in March 2018

**23%** YOY Growth in April 2018



INNOVATION

# CONTINUOUS TRANSFORMATION

Red Dress

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## Creating A One-Of-A-Kind Experience

While replatforming Red Dress Boutique, the client's unique vision and perseverance allowed Redstage a chance to create a one-of-a-kind customer experience.

## Driving Sales Through Custom Features

In addition to the highly custom **"Shop-The-Look"** feature that allows customers to buy a full outfit with one click, Redstage also created an **"About the Fit"** feature that helps customers accurately gauge how dresses & other products will fit, further influencing a buy. The **"Model Specs"** allow shoppers to compare how the dress will appear when worn, adding more info to help shoppers order the right size.



## Custom Reviews Engine

Redstage also built Red Dress' **reviews engine** to let customers rate product-specific attributes. These smart-reviews act as social proof, increasing shopper trust with product-specific feedback, boosting sales.

INNOVATION

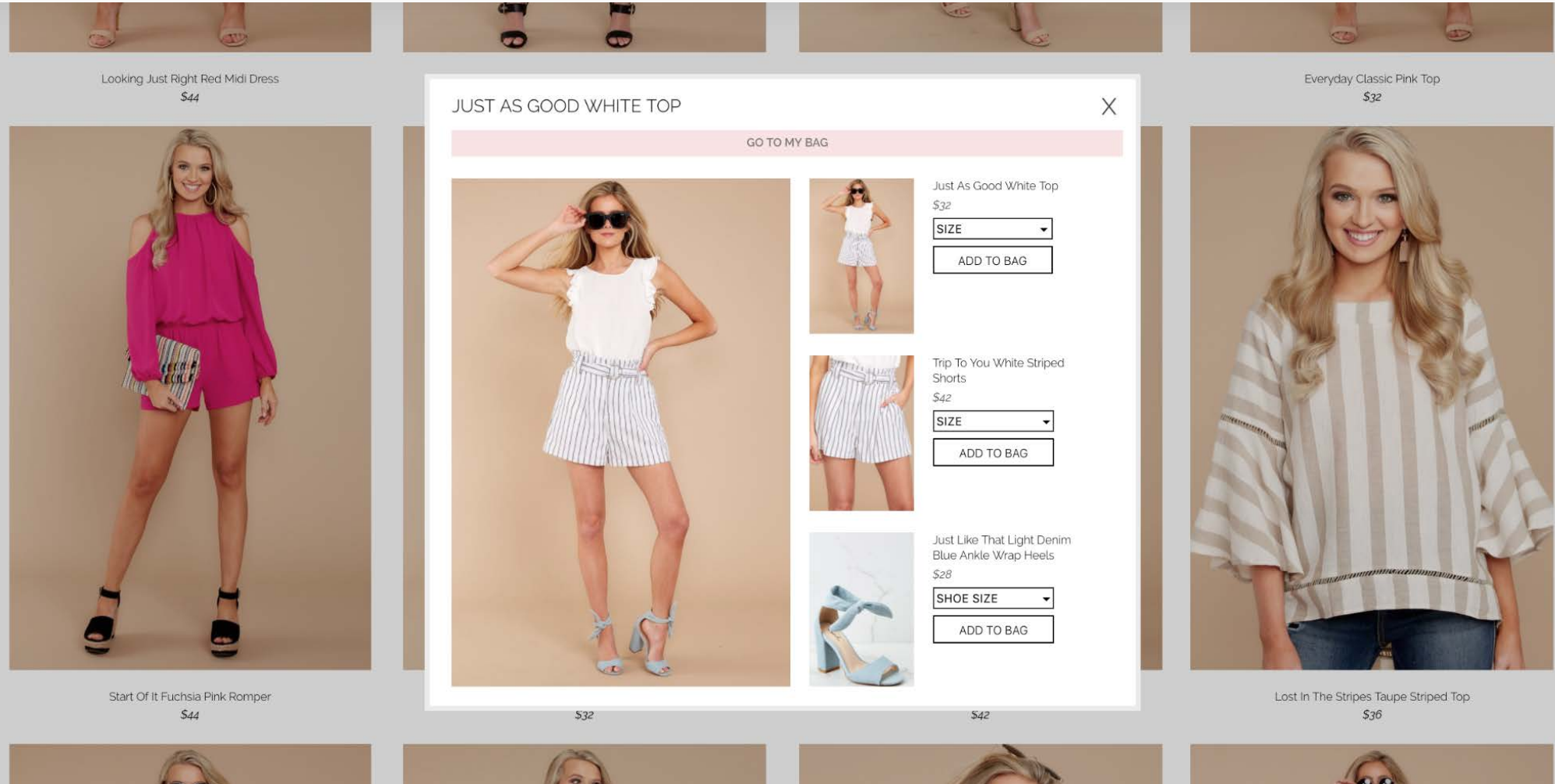
# CONTINUOUS TRANSFORMATION

Red Dress

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## Redstage

Created a unique “Shop The Look” feature from scratch, allowing customers to buy all featured items with one click!



SERVICE BREAKDOWN

# SHOPIFY PLUS DEVELOPMENT



- ✘ Custom Shopify Plus Development
- ✘ Legacy to Shopify Data Migrations
- ✘ Shopify Extension/Plugin/App Development
- ✘ Shopify API Integrations
- ✘ Custom Integrations & ERPs
- ✘ 3<sup>rd</sup> Party Integrations
- ✘ Responsive Design
- ✘ Shopify Mobile & App Development
- ✘ Code, Speed & UX Optimization
- ✘ Conversion Optimization

CLIENTELE

# TRUSTED BY TOP INDUSTRY NAMES



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