

E-COMMERCE CASE STUDY

Client: E-commerce platform launch of India's first furniture mall during the COVID Lockdown

Challenges:

- WFH was the norm and people's homes were certainly not geared for work from home for such a prolonged period. Be it an ergonomic desk, chair or even a plank for the computer or laptop. Kids were schooling from home which was an additional challenge.
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OVERVIEW:

Two months of lockdown had a devastating effect on retailers and malls across the country. At Creaticity, being a furniture and home interior mall, the impact was even more severe as it was not in the 'essential' category. We collaborated with the client to create an online portal that showcased the depth and breadth of product range while helping customers choose furniture / home décor sitting in the comfort of their homes.

Key strategy:

- Assisted buying feature to smoothen the offline to online transition
- 360° virtual tour for experiential buying
- Loyalty and referrals for repeat buying

Approach:

- Seeing the gap, we collaborated with the client to work on an e-commerce portal which had unique features like assisted buying, 360-degree views of the furniture and stores, so customers could figure out the height, look and feel of the furniture
- The next challenge was to leverage the opportunity, which required turning around the portal in record time. The marketing technology partners - the Xebec team - was also working from home - so it was essentially a WFH, pure-play digital transformation

Results:

- 4,35,886 website visits till date and still counting
- 1,037 leads and multiple enquires generated for various high furniture and converted
- 1,391 'add to carts' till date
- Increased lead funnel by 10x