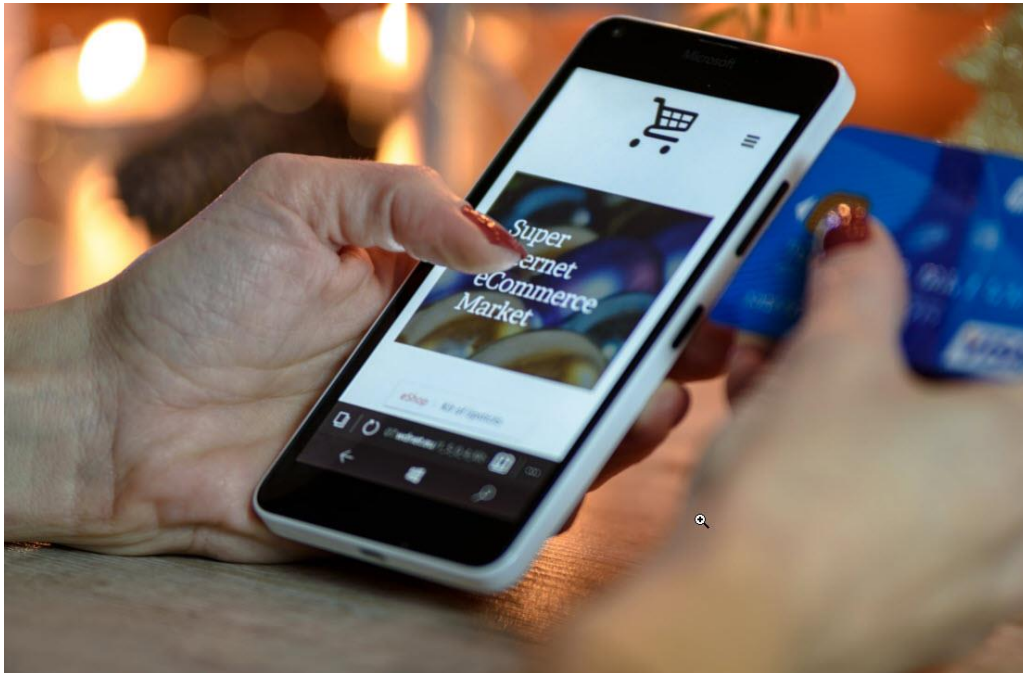


CASE STUDY:

INCREASED SALES, SPEED AND CONVERSIONS WITH MOBIECOM

163% Return on Investment for The Bishop Company



April 2019



Zobrist
Consulting
Group, Inc.





Company Background

Founded in 1946, the Bishop Company is the industry leading distributor of top-quality tools and equipment for professional arborists and landscapers. The company’s clientele ranges from private tradesmen to authorized retailers across the United States. Primarily a mail-order company, The Bishop Company first started selling their products online in 2001.

Problem

Faced with mounting pressure from competitors and understanding the competitive nature of the online shopping environment (think Amazon) and the need for mobile optimization, Keith McCormick, President, needed help as his competitors were taking market share. The Bishop Company website was not mobile optimized resulting a poor user experience, and the page load speed was slow. Google announced in July 2018 that the speed of a mobile site would begin to affect search engine ranking. The slightest change in SEO ranking can drastically affect a company’s bottom line.

Solution

McCormick decided to give his online storefront a major boost with Mobiecom, a mobile-first, blazing fast online storefront which operates on both IBM Cloud and Amazon Cloud Services, powered by IBM Commerce back-end. The Bishop Company tapped Zobrist Consulting Group to implement Mobiecom, a Single Page Application for his online, mobile-first storefront.

“In this current eCommerce space, technology is changing so quickly. Consumers are demanding more – they want their shopping experience to be fast, easy and seamless on their phones. We decided to give Mobiecom a try because we knew we needed a truly mobile-first site and the need for speed!”

SOLUTION OVERVIEW

Technical Specs

Results:

Speed Score:

From “D” to “B+” in Pingdom tests.

Online Sales Revenue:

YoY Growth from 5% to 11% after first year.

Revenue via Mobile:

14% of total online revenue via mobile.

Conversion rate:

3.84% - better than the industry average.

Business Benefit:

163% ROI

Before and After Mobiecom numbers:

| | Before Mobiecom | After Mobiecom |
|----------------|-----------------|----------------|
| Overall Score | 56.% - D | 86% - B+ |
| Load Time (s) | | |
| Home Page | 6 | 2 |
| PLP | 4 | 2 |
| PDP | 4 | 2 |
| Page size (Mb) | | |
| Home Page | 3.4 | 1.1 |
| PLP | 2 | 1 |
| PDP | 2 | 1 |
| # Requests | | |
| Home Page | 100 | 48 |
| PLP | 100 | 48 |
| PDP | 100 | 46 |

PLP = Product Listing Page

PDP = Product Detail Page

Benefits

Increased Conversions & Sales

With Mobiecom, McCormick has noticed some changes. "Our buyers' shopping patterns have changed. Our buyers are typically arborists, landscape designers and gardeners so they are constantly out in the field. Before our site was mobile optimized, many had to wait until the evening to shop. Now we're seeing purchases made during the daytime, right from their mobile devices."

Decreased Shopping Cart Abandonment

"It's great for the customer because when we get the order before 2pm, we will ship same day. This has also led to a decrease in shopping cart abandonment and an increase in sales. We saw a 14% increase in mobile transactions. We're also seeing an increase in our professional demographic, as well as DIY weekend warriors who appreciate good quality gardening tools. People who weren't finding us before, are finding us now."

Customers are on their laptops, phone, and tablets throughout the day getting email, checking social networks and shopping both in store and online. Mobiecom makes it easy and seamless for them to jump between all those channels and pick up right where they left off on every device.

How is Mobiecom so fast?

Mobiecom is a Single Page Application (SPA) in React JS. It's a mobile-first, responsive clean user-experience, data cached on a browser, with 2 second fast loading pages and no CDN (Content Delivery Network). This enables the store to quickly deliver content such as images and other files regardless of traffic or the user's location.

Mobiecom is validated by IBM for WCS 7, 8, 9 and IDC (IBM Digital Commerce) and will operate on both IBM Cloud and Amazon Cloud Services. Companies now have access to a robust end-to-end commerce solution with an open source, agile and innovative front-end powered by a secure and scalable back-end, IBM Commerce. This powerful combination offers a cost-effective way of supporting businesses in all industries through their digital transformation to scale their Direct-to-Consumer initiative.

About Zobrist Consulting Group

Zobrist has helped well-known companies such as, The North Face, Vans, Timberland, Toshiba, and Mazda, with a variety of eCommerce solutions and merchandising tools. Projects that have awarded us several accomplishments, include the IBM Leadership Award for the Best B2C deployment for TheNorthFace.com, the IBM Leadership Award for Foundational Leadership for Wrangler.com and Lee.com, and The Best of Show Award for Smart Merchandiser. To learn more, contact Dele Popoola at 818-702-0020 X 245 or dpopoola@zobristinc.com.

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- Keith McCormick
President, Bishop Company