

Client *outcomes* —

INDUSTRIE™

Magento-to-Shopify Plus migration.

The problem –

A clunky Magento website with an unstable ERP integration that didn't allow the online channel to scale and grow.

The solution –

A reliable Shopify Plus website with an entirely custom theme to align with brand guidelines; an ERP integration; and ongoing optimisation and enhancement.

The result –

- +187% YoY revenue in the first year post-launch
- +217% transactions
- Continued growth of their online store, with a further 81% increase in revenue during the second year post-launch.

'I would highly recommend the Prosper Digital team.'

– **ADAM LLOYD**, Chief Operating Officer, Industrie Clothing

Client *outcomes* —

THE CLINIC

An improved online store experience for customers.

The problem —

A confusing customer experience, with clunky navigation between treatments and skin care products.

The solution —

Bringing in-store treatments and an online skin care store together in a single, engaging place with the aim of increasing conversion.

The result —

A Shopify Plus website that reflects The Clinic's brand identity while allowing customers to book a treatment and buy products with ease.

'Prosper have delivered The Clinic the most beautiful and functional website—beyond our expectations. The whole team were easy to communicate with and very responsive to questions and feedback throughout the whole process. Our conversion rate has doubled and we are thrilled with the result.'

— **JACQUI PIRES**, Marketing Director, The Clinic

Client *outcomes* —

TOMS

A flexible custom-built theme to align with global brand direction.

The problem —

Theme limitations prevented Toms Australia from meeting the brand's global direction.

The solution —

A custom-built theme with ample configuration settings for a flexible theme appearance, coupled with a UX review to ensure global direction suits the Australian customer.

The result —

A website that visually aligns with global brand direction, which is simple to update and maintain, resulting in less development costs—plus +27% YoY revenue.

'Retail Prodigy Group (RPG) is proud to partner with Prosper Digital who are a one-stop-shop able to support all our digital needs with TOMS Australia.'

'Like a true partnership, the Prosper team feels like they are an extension to the RPG team, focused on the same goals and objectives; and most importantly, there is a high level of trust based on honest communication and feedback.'

— **TREVOR STITT**, Group Marketing Manager, TOMS Australia