

CONVERT MORE SALES

Hi, we're Cart.com – the commerce company helping brands grow. How do we do it? With tools, technology and expertise to help our customers:



ATTRACT NEW CUSTOMERS



CONVERT MORE SALES



SIMPLIFY OPERATIONS

Here's a closer look at how we've helped growing brands **CONVERT MORE SALES.**



Pure Fiji increased revenue by 84%

Pure Fiji, a provider of all-natural, eco-conscious bath and body care products, needed a more robust ecommerce platform to expand its reach with greater international capability and handle multiple storefronts. Cart.com provided Pure Fiji with a fully functional, end-to-end shopping experience with the fastest support response time of any of the options the brand explored.

With Cart Storefront, Pure Fiji achieved:

- 2x** revenue growth in the New Zealand market
- 35%** revenue growth in the Australian market
- 84%** overall revenue growth since implementing multi-store



Puppy Cake increased revenue by 80%

Puppy Cake is a niche producer of cake and ice cream mixes for dogs. As the business gained traction in the market, Puppy Cake needed an ecommerce presence that matched the product's potential, and supported both wholesale and direct-to-consumer sales. The first few platforms Puppy Cake used failed to deliver, came at a hefty cost and required tedious onboarding and implementation. The brand found the right partner in Cart.com, which provided the tools to unleash the business in a way that could sustain long-term growth.

With Cart Storefront, Puppy Cake achieved:




- 6x** increase in revenue after migrating its online store
- 22%** revenue growth YoY
- 80%** increase in revenue after migrating its online store



Kidstuff doubled profitability in the 2020 pandemic

Kidstuff, a toy store specializing in educational toys, needed a marketplace solution that would not only help them generate more revenue, but also provide an easier way to manage inventory across Amazon, Walmart, eBay and beyond. Cart Multichannel Management (MCM) supercharged Kidstuff’s ability to manage multiple listings across channels, enhancing its efficiency and helping the business scale. Over the past four years, Kidstuff has experienced accelerated growth online, and increased productivity and efficiency across the entire company.

With Cart Multichannel Management, Kidstuff was able to:

-  Double orders while other businesses were stalling in the 2020 pandemic
-  Streamline processes to avoid hiring additional personnel
-  Spend more time focused on scaling the business



San Saru increased conversions by 151%

San Saru, a leader in the European online jewelry sector, wanted to expand its business globally in the world’s most popular marketplaces. But when they were unable to automatically adjust selling feeds to the correct language for each country, the brand was limited in its strategy – impeding San Saru from using each channel at full capacity. With Cart.com, the brand was able to create Google Shopping and Facebook feeds in several languages—in turn garnering an increase in clicks, conversions and (ROAS), and a decrease in cost per click (CPC) after just one month.

With Cart Feed Management, San Saru achieved:

- 3.42%** in ROAS
- 26%** average decrease in CPC
- 151%** increase in conversions
- 239%** increase in clicks

eastondigital

Easton Digital increased its client's revenue by 1300%

Easton Digital, a marketing agency specializing in helping ecommerce store owners grow their sales with Google Shopping, had a brand that was very successful via social media and email marketing campaigns—but when they raised bids to obtain higher ad positions and increase ad traffic, profit margin significantly dropped. With Cart.com, Easton Digital identified and segmented best-selling, new and seasonal products, allowing them to focus campaign efforts on the brand's most profitable items, elevate CTR and increase ad positions and traffic.

With Cart Feed Management, Easton Digital achieved:

40% increase in ROAS

1238% increase in clicks

1252% increase in impressions

1300% increase in revenue



The commerce company
helping brands grow.