CASE STUDY/

Tacori

tacori.com

Home Page

SERVICES

MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT | INTEGRATION
HOSTING & MANAGED SERVICES

CHALLENGE

The handcrafted designer of jewelry and diamond engagement rings sought a new eCommerce site that was easy to update, distinguished their brand within the jewelry and fashion categories, better-integrated social features and offered customers a better product browsing experience.

SOLUTION

Guidance launched all new web and mobile sites using Magento Enterprise and implemented robust promotion capabilities to highlight specific products at the category level. The mobile sites were optimized for Android 2.3 and iOS 4/5 platforms.

The website features scrolling navigation to provide the retailer with multiple opportunities to merchandise its products; a "Take Our Ring" quiz to recommend styles and collections based on a user's preferences; and "Authenticity Registration" so customers can register their purchased Tacori piece and receive full details on their jewelry.

The site also features individual product image zoom to examine each piece in detail, a store locator and the ability to save "Favorites" in a Wish List for purchase at a later date.
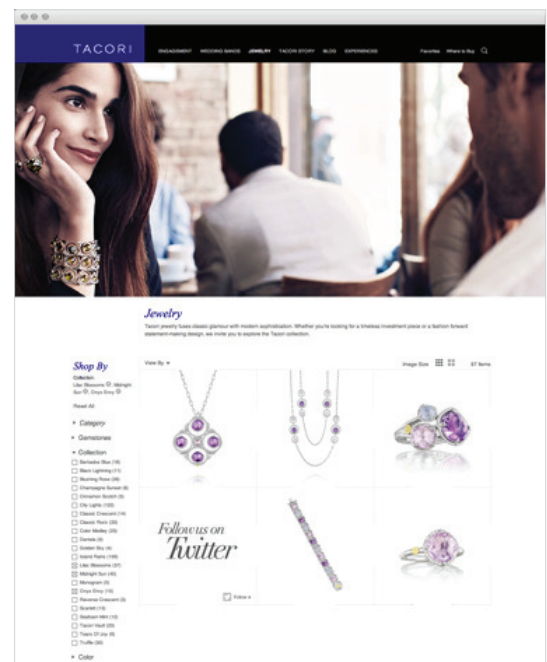
Guidance integrated Magento with Amazon Cloud Hosting. To encourage viral marketing, Guidance integrated Twitter, Facebook, YouTube and Pinterest.

Category Page

INNOVATION

- Through the use of augmented reality, users can see how the rings appear on their hands.

- Dealers have the ability to login to a distinct password protected portal where they can access distributor marketing materials, price lists, and sales incentive information and rewards.