CASE STUDY/

Zagg Inc.

zagg.com

SERVICES

B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT | INTEGRATION

CHALLENGE

The leading mobile device accessories company with a brand portfolio that includes ZAGG and iFrogz, wanted to upgrade to a user-friendly and scalable platform.

SOLUTION

Recognizing its depth of expertise in eCommerce, Zagg engaged Guidance for the project.

Guidance delivered a responsive Magento Enterprise solution that supports web sales in the U.S., U.K., and Europe. The new site was custom built to provide Zagg multiple merchandising opportunities on the home page and category pages.

On the home page, the 4-image carousel with automatic-sliders, gives Zagg ample room to highlight promotions and new items. Below the carousel, large product images with pinned descriptions keep the home page fresh and clutter free while still providing important brand information.

"Shop By Device" helps customers quickly locate their smartphone or tablet accessory. And, in "My Account", customers can review their order history, register a product to be covered by warranty, and review information to request a product replacement.

Guidance integrated the Magento Enterprise 1.14 site with SOLR (search), Bazaarvoice (ratings and reviews, GEO IP (international stores), Adobe Tag Manager (tag management), and their proprietary OMS.

The new site launched with 2,000+ SKUs and grows daily.

And, Guidance conducted a week-long knowledge transfer, providing Magento training and detailed documentation for their site.
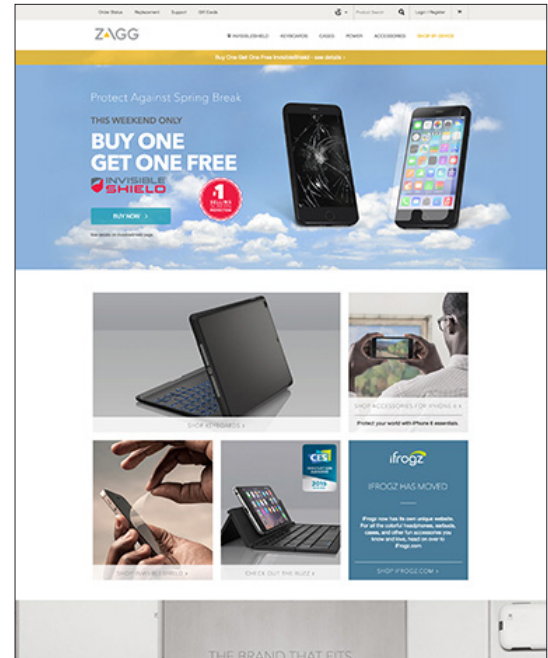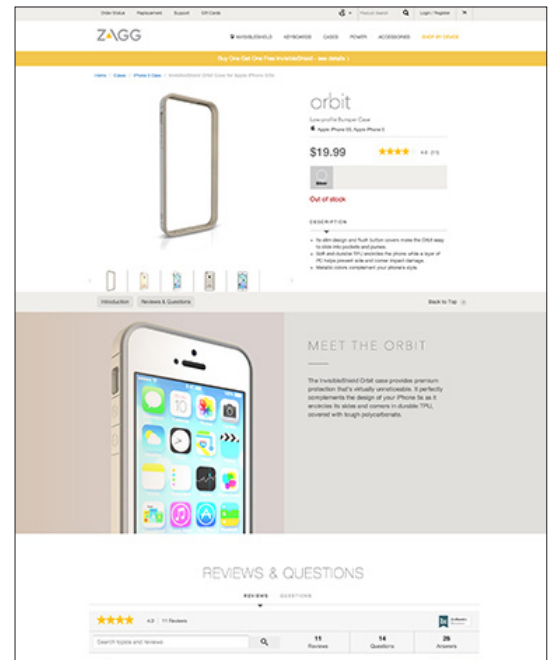

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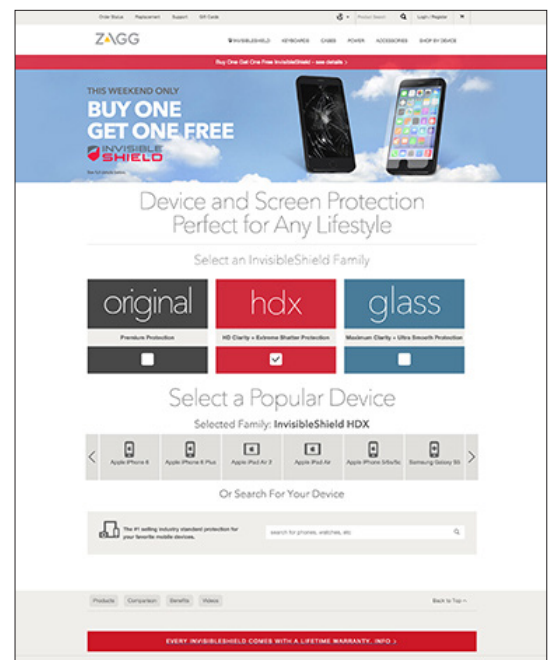
Shop By Device Tool

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INNOVATION

- In support of the ever-popular "InvisibleShield" product, Guidance delivered an image-based, tiered filter into that category page, to get customers quickly to the Shield of choice. The filter is organized by product family and then by smartphone or tablet.

- In addition to the expected product attributes (description, price, SKU) found on a PDP, Guidance deployed a custom content marketing solution for Zagg. With these multi-tabbed content blocks on each PDP, Zagg can feature a large brand or product image, a description of the category brand and option to include specs, highlights, customer and media reviews, questions, and more.

Product Detail Page