

CASE STUDY/

Toms

toms.com

SERVICES

ECOMMERCE | WEB DEVELOPMENT | MOBILE & RESPONSIVE DESIGN
CREATIVE & UI | DESIGN | INTEGRATION | HOSTING & MANAGED SERVICES
STRATEGY | ANALYTICS

"I have never been more excited about anything new launched at TOMS than the site Guidance has built for us. I believe it is the future of eCommerce, social commerce, community building, etc. and that we will build many amazing things on top of it. And of course, I cannot wait to see the conversion shoot up!"

- BLAKE MYCOSKIE
FOUNDER, TOMS SHOES

CHALLENGE

The popular brand among socially conscious youngsters, wanted to redesign and rebuild its site using a social eCommerce strategy to appeal to this demographic.

SOLUTION

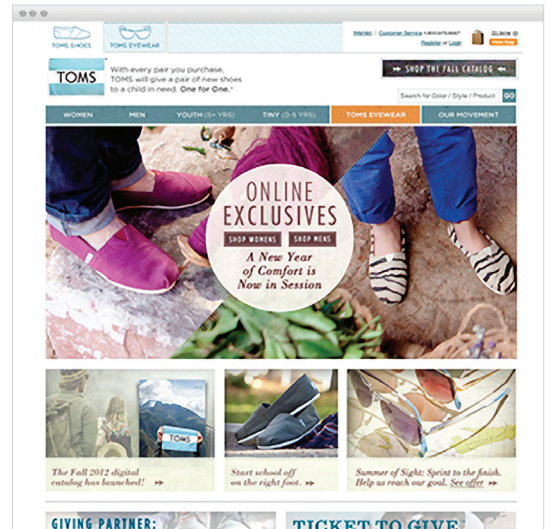
To accommodate a multi-currency requirement, Guidance custom developed the site on Magento Enterprise and the Drupal CMS platforms.

Guidance-designed social features such as Facebook & Twitter feeds and social merchandising (ratings & reviews) transformed the site into one of the largest Magento-based sites in both traffic and revenue. TOMS realized a 60% revenue increase post-launch.

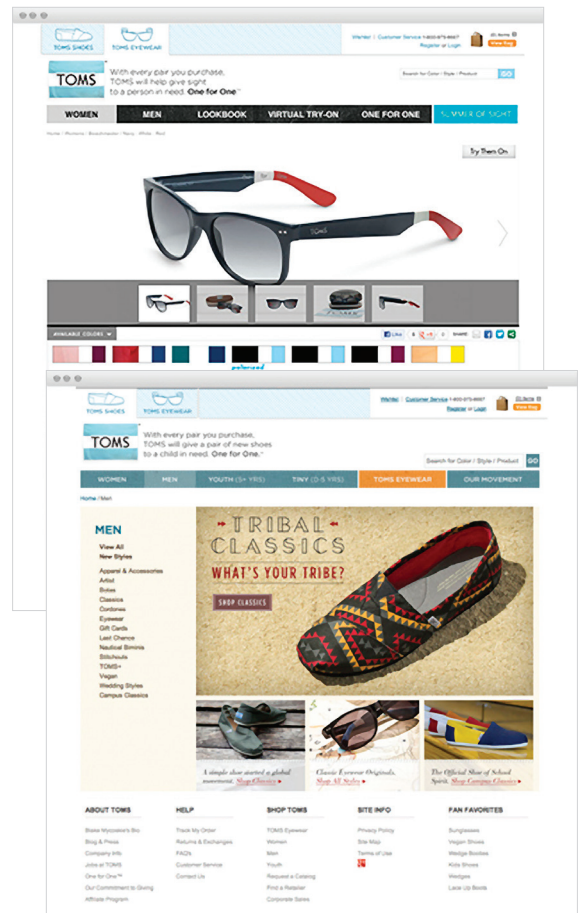
Lastly, Guidance integrated the web site with Twitter, Facebook, and its multi-warehouse distribution system.

INNOVATION

- Users can upload pictures of themselves wearing TOMS shoes into the "TOMS Community Wall".



Home Page



Category Pages