

SWELL AND JunctionEOD CREATE POWERFUL STOREFRONT EXPERIENCES

SWELL

Customer Details

Country or Region
United States

Industry
Retail Industry – Specialty Retailing

Customer Profile
SWELL is the leading catalog and internet retailer in the surf market, focused on bringing the best of the surf brands to its customers.

Business Situation
SWELL was looking for a technology and services provider to enable greater flexibility and business growth.

Solution
The company implemented JunctionEOD, eCommerce on Demand

Benefits

- Improved ease of navigation and better customer experience online
- Reduction in site administration time of 50 percent
- Double the amount of organic traffic



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Stacy Reece, CEO, SWELL

SWELL is a leading surf equipment, clothing and accessories retailer with a passion for bringing the best surf brands to its customers. In their search to deliver a more powerful and inspiring customer shopping experience, SWELL partnered with Junction Solutions. Leveraging the highly robust and flexible JunctionEOD eCommerce platform enabled SWELL to supercharge its online storefront and rise above the competition.

“Surf lifestyle apparel and gear is not just our business, it’s our passion. We count on JunctionEOD to enable our mission to be the best online surf apparel and gear retailer in the world,” commented Stacy Reece, CEO of SWELL, a subsidiary of Billabong International Limited.

Riding that wave of success, SWELL manages over five storefronts with roughly 1,000,000 visitors per month and over 44,000 Facebook fans. The company also demonstrates its commitment to the surf-going cause through its partnership with the Surfrider Foundation, a non-profit organization dedicated to preserving our ocean, waves and beaches.

To manage these dynamic channels and empower growth objectives, SWELL looked to Junction Solutions to provide a tailored, yet easy-to-manage eCommerce solution. One of the first objectives was to optimize SWELL’S website and improve its organic search rankings. SWELL’S organic traffic doubled and earned SWELL top rankings in their organic keyword searches. According to Reece, “SWELL was able to lower our search engine marketing budget by half, while still seeing a big increase in traffic.”

JunctionEOD’s rich capabilities have also enabled SWELL to deliver a better overall customer experience. Using standard

guided navigation and search, SWELL customers can quickly find and view desired products. Once on the product page, the advanced imaging feature showcases products in multiple views and colors. Real-time stock availability and delivery messages help SWELL’S customers gain buying assurance that their items will reach them by their specified date. With robust couponing and flexible marketing landing pages, SWELL is able to deliver new arrivals and offer a wide variety of promotion types. SWELL has leveraged these capabilities to deliver their surf lifestyle experience and propel increased traffic and purchasing activity to quickly gain a return on their eCommerce investment.

In addition to top line growth, SWELL has also gained big efficiencies. Using JunctionEOD’s sophisticated and automated merchandising capabilities and real-time Ecometry™ integration, SWELL has cut the time spent administering their site by 50% while also gaining richer functionality, flexibility, and controls.

The formula for success not only includes having the right technology solution, but having a productive, thriving partnership between the Junction Solutions and SWELL teams. “The Junction Solutions team is an extension of our staff,” stated Reece. “They are a unique eCommerce provider in the way they deliver personal service, truly understand our business goals and are committed to both our success and to our long-term relationship.”

Together, SWELL and JunctionEOD have created a partnership of epic proportions. Says Lori Seal, vice president, JunctionEOD, Junction Solutions. “We value our relationship with SWELL and are privileged to be a part of the amazing storefront experiences they create every day.”

Inspirational software and services for Retail companies.

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