



Restomotive

Restomotive is a trusted online store focused on Body shop and Car Restoration supplies, based out of Denver. They have been in the B2B auto maintenance and restoration industry since 1973. But it was in 1999 that they came online to sell their products for customers' convenience. Since then, Restomotive has been continually upgrading their range of products and services to offer reliable and on-time services to the customers.

Objective

With an increasing number of products and expansion of their business, Restomotives' web platform could not meet the demands of today's online consumers. The product listing and categorization were disorganized on the website, page load speeds were extremely slow across all web and product pages. The combination of issues was adversely impacting on site conversion rates, as well reduced customer retention.

In an effort to provide an advanced online shopping experience for users, Restomotive selected Magento as their preferred platform to run their eCommerce store.

The executive team consulted with Rave Digital, defining the following requirements:

- Re-platforming their website to Magento Commerce
- Integrate database of 30,000 products
- Increase eBay sales volume
- Optimize User Experience
- Implement Responsive Theme
- Integrate on-page checkout for flawless user-experience
- Multiple Payment Gateway Integration and Support
- Manage orders through ERP
- Inventory Control
- Order Management

INCREASED OVERALL
TRAFFIC BY

130%

REDUCED
CPA BY

64%

REDUCED CART
ABANDONMENT BY

23%

“ Rave Digital designed and developed a B2B system with robust client customization on Magento Commerce. The system integrated a database of over 30,000 products. After re-platforming the site to Magento Enterprise they implemented additional functionality, including auto price bots on eBay that increased my orders by 250%. ”

Bill Peltier
President
IQ Supply LLC

Solution

The Magento experts at Rave Digital devised and presented a strategic plan to the Restomotive Executive team aimed at achieving their business requirements. Once the Restomotive was agreed to embrace Magento Commerce Cloud as the store platform, our development team kicked off the project, and delivered in accordance with defined timelines.

Once Restomotive's website was migrated to the Magento Commerce Cloud, the transformation of its online store was delivered by Magento experts at Rave Digital. The team equipped the webstore with numerous features and functionalities, making it easily manageable on the back end while simultaneously delivering intuitive front-end experiences.

Below is a list of solutions that were conducted by our experts:

- Banner Slider Management to highlight premium offers/products
- One-page/step checkout delivering a seamless payment process
- Integrated Advanced Search delivering intuitive user-experience
- Implementing Responsive Theme providing cross-device functionality
- Order Management and Inventory Control
- Offered agile back-end management with Perfection ERP
- Newsletter subscription/signup forms for effective B2B relation
- Multiple payment gateways for quick payment experience
- Enabled processing orders through ERP
- M2E Pro eBay Integration for managing catalog and sales on eBay
- Consolidated features of product comparison and coupon code
- Integrated New Relic Services to gain insights about visitors

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.

The Rave team delivered an intuitive eCommerce platform meeting the distinct requirements set forth by Restomotive's Executive team. The Magento Commerce cloud store was integrated with advanced features, and functionalities, offering an unmatched experience for users. The backend was simplified and streamlined in order to effectively manage orders and inventory. Furthermore, implementing M2E Pro, exponentially increased sales volume on eBay as well as drove increased volumes of traffic to their website.