



rave
DIGITAL



aheadworks.
A RAVE DIGITAL COMPANY

Magento Capability Statement



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Our Mission

"To help businesses with their bottom line, by delivering quality technology services."

We Believe In



TIMELY DELIVERY

WORK NOT COMPLETED ON TIME LOSES VALUE.



HIGH QUALITY

WORK THAT EXCEEDS CUSTOMER'S EXPECTATIONS.



CUSTOMER SUPPORT

PROVIDING CUSTOMERS WITH EXCEPTIONAL SERVICE AND SUPPORT.

Why Us

Global Presence & Reach

CORPORATE HEADQUARTER



USA

3111 N University Dr.,
#604, Coral Springs,
FL 33065, United States

OTHER OFFICES



BELARUS

Mironova Street, 4
212030 Mogilev,
Republic of Belarus



UK

86-90 Paul St,
Hackney, London
EC2A 4NE, UK



INDIA

193 Greater Brijeshwari,
Pipliyahana, Indore,
MP 452016, India

Awards & Recognition



Top Rated Magento Agency

BY [CLUTCH.CO](https://clutch.co) - 1ST POSITION @ TOP MAGENTO DESIGN & DEVELOPMENT FIRMS LISTING

The screenshot shows the Clutch website interface. At the top left is the Clutch logo with the tagline "Firms that deliver". Below it, a navigation bar includes "2020 Reviews" (highlighted with a red box), "Top Magento Designers and Developers", "2,765 Firms", "Reviews" (with a checkmark icon), and "Leaders Matrix" (with a plus icon). The main heading reads "List of the Top Magento Design & Development Firms". The featured profile is for Rave Digital, with the tagline "HELPING BUSINESSES IN THEIR BOTTOM LINE!". It shows a 5.0 star rating from 41 reviews. A quote from a customer reads: "They gave quick responses and paid attention to details." Below the quote, it lists services: "Customer Care Analyst, Domain Registration & Hosting Services Platform" with a checkmark icon. To the right, there are two horizontal bar charts: "Service focus" showing 25% E-Commerce Development and "Ecommerce systems" showing 80% Magento. On the far right, there are three icons representing revenue (\$10,000+), employee count (250 - 999), and location (Coral Springs, FL).

Technology & Service Partners

Over the years we have developed an extensive partner network. This allows us to efficiently enhance your store with new features and functionality that otherwise would not make financial sense to develop, vastly improving your ROI.



Magento Certifications



X22

Magento 2 Trained Solution Partner

Solution partners earn this badge by having members of their team successfully complete the MAGENTO 2.

Training Partner Program

Total Magento 2 On-Demand training courses taken by Partner Team

- 8 Fundamentals of Magento 2 Development
- 8 Core Principles for Theming in Magento 2



X5

Magento 2 Certified Professional Cloud Developer

Magento 2 Certified Professional Cloud developer/architect has strong experience developing for Magento Commerce Cloud.

They have the skills and knowledge required to deploy, test, troubleshoot, and operate in the Magento Cloud environment, including how to leverage Cloud platform features to enhance the project operations and performance along with skills on troubleshooting and integrations.



X3

Magento 2 Certified Solution Specialist

Magento 2 Solution Specialists are expert users of the Magento 2 ecommerce platform.

They can efficiently align business objectives with Magento 2 functionality, optimize use of native features, and avoid unnecessary customization.

Areas of knowledge include eCommerce, Magento Architecture, Magento Admin & Storefront, Business & Applications, and Catalog and checkout structure.



X3

Magento 2 Certified Associate Developer

Magento 2 Certified Associate Developers have demonstrated a thorough understanding of Magento's architectural concepts and the ability to customize Magento eCommerce platform according to best practices.

They have the skills and knowledge of Magento 2 in the areas of: User Interface modifications, database changes, admin modifications, rendering, database, EAV model, sales & customers, advanced features, catalog and checkout structure, and functionality changes.



X9

Magento 2 Certified Professional Developer

Magento 2 Certified Professional Developers have skills and knowledge needed to customize Magento 2 in the areas of: UI modifications, database changes, admin modifications, checkout process customizations, order management integrations and customizations, catalog structure and functionality changes.

They have a deep understanding of Magento 2 development concepts and strong experience in implementing and customizing Magento 2.



X2

Magento 2 Certified Professional Front End Developer

Magento 2 Certified Professional Front End Developers have skills and knowledge needed to understand Magento's theming components and the ability to modify the user interface according to best practices. Magento 2 Front End Developers create and customize Magento themes including: templates, layouts, CSS, JavaScript, and other components of the front end, including translations, of a Magento site. They use the Admin Panel to implement design-related system configuration and modify the appearance of specific pages.



Magento Certified Developer Plus

Magento Certified Developer Plus are skillful in the use of Magento Enterprise Edition and has delved into details of the structure of Magento that many have not often explored. They have skills and knowledge needed to customize Magento in the following areas: core architecture, UI modifications, catalog, checkout, Magento Enterprise features & security.

X8

They are capable to make architectural decisions, forecast the impact of a customization & will test understanding of core mechanisms in areas like price calculation for a product, checkout and quote operations.



Magento Certified Developer

Magento Certified Developers have demonstrated a thorough understanding of Magento's architectural concepts and the ability to customize Magento according to best practices.

X8

They have skills and knowledge of Magento in the areas of: UI modifications, database changes, admin modifications, customizations, catalog and checkout structure, rendering, Magento database, entity-attribute-value model – EAV, sales & customers, advanced features, and functionality changes.



Magento Certified Solution Specialist

A Certified Solution Specialist has demonstrated a thorough understanding of how to apply Magento's functionality to eCommerce business goals according to best practices.

X1

They can efficiently align business objectives with Magento functionality, optimize use of native features, and avoid unnecessary customization.

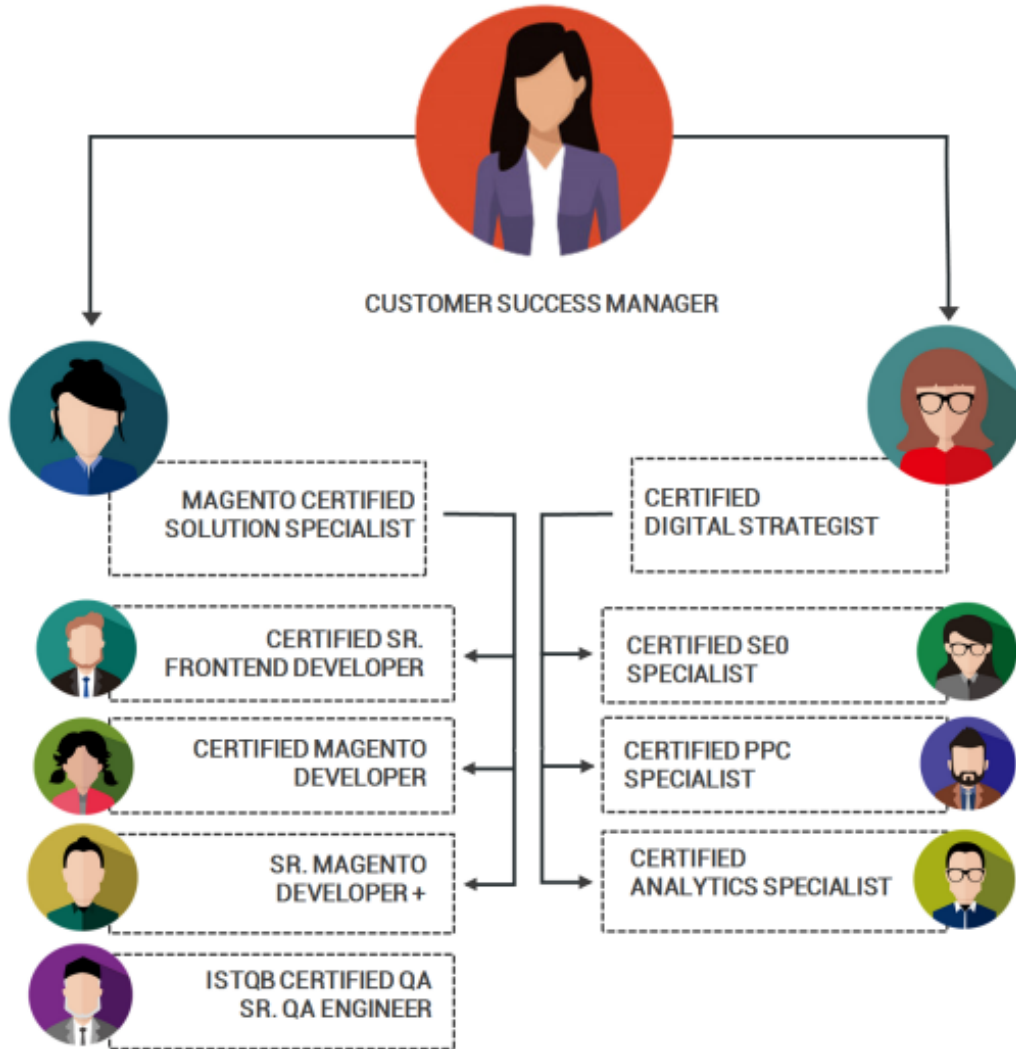


X1

Magento Certified Front End Developer

Magento Certified Front End Developers have demonstrated a thorough understanding of Magento's theming components and the ability to modify the user interface according to best practices. They are capable to creates and customizes Magento themes including: templates, layouts, CSS, JavaScript, and other components of the front end, including translations, of a Magento site. The use the Admin Panel to implement design-related system configuration and modify the appearance of specific pages.

Dedicated Team



Renowned Clients



Client Testimonials

A Few Recommendations on Clutch and UpCity



Rave Digital was detail-oriented and understood the importance of an easy, user-friendly layout. The team was professional, and skilled from day one and offered prompt communication. They also provided a dashboard to track metrics. They have a deep understanding of their customers' businesses make them a valuable partner.

Top Qualities: Great Results, Expert, High Integrity

- **JEFF HECKMAN, Director of eCommerce, Topps Co Inc.**



I have not once regretted the decision to move to Rave Digital. Rave completely redid my website, and completely changed my workflow. It used to take us about 15 minutes to process an order on our old system. Now it takes 1 minute or less. Everything we do at our office is with the greatest efficiency possible. The team is extremely clear in their communication.

Top Qualities: Quality Results, Personable, Good Value

- **CAROL BLAKE, CEO, Access Floor Systems**



Rave Digital designed and developed a Magento B2B system with robust client customization. The system integrated a database of 30,000 products. Company growth has improved from 3% to 17% after the launch of the website. The most important thing to share is that Rave delivered on time and within budget. We've contracted Rave again for migrating the site in Magento 2. Rave Digital is truly a partner, not a vendor.

Top Qualities: Great Results, Good Intellect, Optimism

- **STEVE WEST, Director Of IT, National Oak**

Extensive Magento Experience



40+

MAGENTO
CERTIFIED
DEVELOPERS



400+

MAGENTO
ONLINE STORES
DEVELOPED



500+

3RD PARTY
CUSTOMIZATIONS &
INTEGRATIONS WITH
MAGENTO



6.78B

VISITORS TO OUR
DEVELOPED &
OPTIMIZED MAGENTO
WEBSITES



71%

AVERAGE INCREASE
IN SALES WITH OUR
MAGENTO
IMPLEMENTATIONS

Magento Services



Magento 2 Development



**Magento Open Source
& Commerce Development**



**Magento Commerce Cloud
Development**



**Magento 1 to
Magento 2 Migration**



Magento Maintenance



**Other Ecommerce to
Magento Migration**

Featured Projects

Magento Commerce

Topps



DESCRIPTION

Topps is a Magento Enterprise online store providing a range of sports products like vintage apparel, posters, prints that will bring us back to a much simpler time in our lives.

www.topps.com



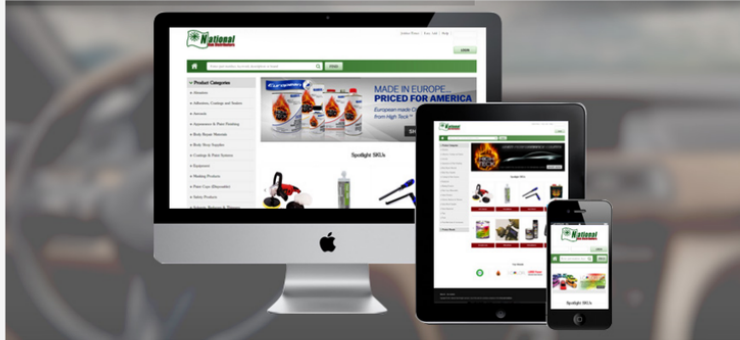
FEATURES

| | | | |
|--------------------------------------|---------------------------|-----------------------|---|
| Advanced Custom Reporting | Abandoned Cart Management | Coupon Code | Store Credit |
| Ecommerce Product Catalog Management | CRON Scheduler | Shipping Restrictions | Locate Search By Zipcode/City/Distance |
| Free Shipping Over Specific Offers | Bonus Card Order Module | Redemption Module | Ultimate Card Giveaway Reservation Module |
| Feed Generator | Incapsula WAF | Product Reservation | Social Media Live Feed |

INTEGRATIONS

| | | | |
|-----------------------------------|-------------------------------------|---|-------------------------------------|
| Authorize.Net Payment Integration | Masterpass Integration | PayPal Payment Integration | Oracle ERP System Integration |
| Rapidflow Integration | Sailthru Integration | Subscription Module Integration | WordPress Integration Using FishPig |
| Zendesk Integration | Newsletter Subscription Integration | Smile.io (Formerly Sweet Tooth) Integration | EBay Integration |

National Oak



CLIENT TESTIMONIALS

I had (and still have) the pleasure of working with Rave on our e-Comm site using Magento Enterprise. Their teams implemented a very custom solution on time and on budget. Our customers love the new site and our on-line sales continue to grow year over year. If you are looking for a partner instead of a vendor, Rave team is your answer.

Steve West

www.nodonline.nationaloak.com



FEATURES

| | | | |
|-----------------------------------|-----------------------------|-------------------------|-------------------------|
| Banners Slider Management | Multi Currencies | Manufacturer Management | Custom Shipping Methods |
| Customized Magento Checkout Steps | Multi-Website Shopping Cart | Multi Store | Multi-Warehouse |
| Custom Pricing | Easy Add | Pricing Request Module | |

INTEGRATIONS

| | | | |
|-----------------------------------|-------------------------------------|-------------------------------|--------------------------------------|
| Authorize.Net Payment Integration | Free Gift Module Integration | Google Translator Integration | Live Chat System Integration |
| Perfection ERP Integration | WordPress Integration Using FishPig | Google Analytics Integration | Google Shopping Integration |
| Social Media Sharing Integration | Shopping Cart Integration | Cloudflare WAF | Integration With Amazon Using M2EPro |
| Legacy Data Warehouse | | | |

Green Roads



DESCRIPTION

It is a Magento Commerce based wholesale application intended to sell wellness products, tea & coffee, CBD, hemp oils, etc.

wholesale.greenroadsworld.com



FEATURES

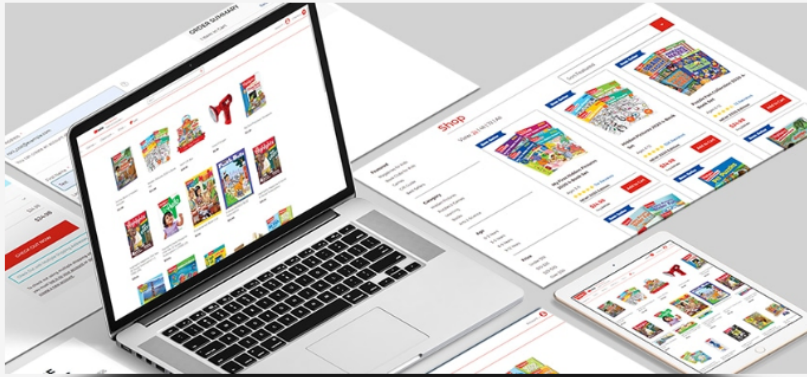
| | | | |
|---|-----------------------------------|--|-----------------------------------|
| Purchase Order System | Customized Magento Checkout Steps | Product Quick View | Custom ShipStation Shipping Rates |
| Customized Product Detail Page With Custom Attributes | Customized Theme And Layout | Different View For Guest And Logged-In Users | Manageable FAQ |
| Popup Notifications On Adding Cart | Retailer Multi-Step Form | | |

INTEGRATIONS

| | | | |
|----------------------------------|--------------------------|-----------------------------|----------------------|
| Social Media Sharing Integration | Custom Popup Integration | ShipStation API Integration | Zoho CRM Integration |
|----------------------------------|--------------------------|-----------------------------|----------------------|

Magento Commerce Cloud

Highlights For Children



DESCRIPTION

Highlights is a Magento 2 Commerce Cloud-based retailer website intended to sell various kinds of magazines for kids.

highlights.com



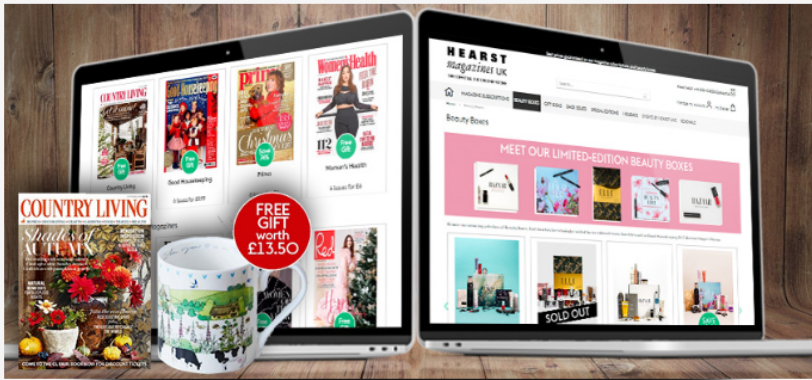
FEATURES

| | | | |
|-----------------------------------|--------------------------|--------------------------------------|----------------------------------|
| Order Management | Gift Card Module | Ecommerce Product Catalog Management | Shipping Restrictions |
| Promo Code | Customer Management | Inventory Control | Data Feed Management Tool |
| Table Rate Shipping | Free Trial Product Setup | Checkout Customization | Customized Theme And Layout |
| Multi-Factor Authentication Login | Cart/Quote Creation | Shopping Cart Price Rules | Customizable Options |
| Payment Validations | Promotion Management | Tag Management | Link Overriding To External URLs |

INTEGRATIONS

| | | | |
|--------------------------------|-----------------------------------|---------------------------------------|------------------------|
| New Relic Integration | Yotpo Integration | Drupal CMS Integration | Smarter HQ Integration |
| Google Tag Manager Integration | Amasty Shipping Suite Integration | Custom CDS Global Modules Integration | |

Hearst UK



DESCRIPTION

It is a Magento 2 Commerce store of a renowned publisher of more than 21 magazines. They offer printable and downloadable media, including subscription options via this website.

hearstmagazines.co.uk



FEATURES

| | | | |
|-------------------------------------|--------------------------------|---|--------------------------------------|
| Advanced Search | Coupon Code | Shipping Calculator | Configurable Product Option Switches |
| Push Notification | Customer Rating And Reviews | Inventory Control | Custom Pricing |
| Discount Eligibility Check | Best Sellers/Featured Products | Customized Product Detail Page With Custom Attributes | Customized Theme And Layout |
| Manageable FAQ | Promo Offer | Price Rendering From Third-Party API | Complex Inventory Synchronization |
| Multiple Subscription/Offer Options | Gift A Product | | |

INTEGRATIONS

| | | | |
|----------------------------------|-------------------------------------|--------------------------|---------------------------------|
| PayPal Payment Integration | Live Chat System Integration | New Relic Integration | Subscription Module Integration |
| Google Analytics Integration | Newsletter Subscription Integration | Custom Popup Integration | Internal ERP Integration |
| Third-Party Checkout Integration | Fastly CDN, Waf & Ddos Integration | Feefo Integration | |

M1 to M2 Migration

Guideposts



DESCRIPTION

Guideposts is a Magento 2 Commerce Cloud-based non-profit online shop dedicated to offering faith-based products serving millions with uplifting stories, faith-filled resources, and life-changing programs.

guideposts.org



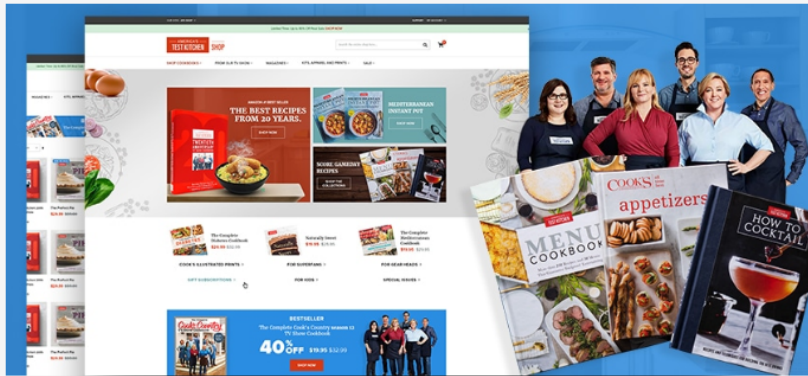
FEATURES

| | | | |
|---------------------------------|---|------------------------------|--------------------------------|
| Banners Slider Management | Responsive Theme Implementation | Tier Pricing Structure | Abandoned Cart Management |
| Sitemap Extension | Integrated Multiple Pricing Levels - Retail, Wholesale, Dealer, OEM | Bulk Order/Re-Order Products | Upselling/Cross-Selling Option |
| Ecommerce Wishlists | Advanced Promo Rules | Table Rate Shipping | Marketing Automation |
| Best Sellers/Featured Products | Custom Multi-Select Layered Navigation | Quantity Based Discounts | Product Rating And Reviews |
| Back Order & Pre-Order Products | Content Scheduling | Visual Merchandiser | Customer Segmentation |
| Donation Management | | | |

INTEGRATIONS

| | | |
|------------------------------|------------------------------------|---------------------------------------|
| Google Analytics Integration | Fastly CDN, Waf & Ddos Integration | Custom CDS Global Modules Integration |
|------------------------------|------------------------------------|---------------------------------------|

America's Test Kitchen



DESCRIPTION

ATK is a Magento 2 Commerce Cloud based retailer website intended to sell various kinds of products related to cookbooks, apparel, magazines, and some kitchen tools.

americastestkitchen.com



FEATURES

| | | | |
|----------------------------------|-----------------------------------|---|--------------------------------------|
| Multi Currencies | Order Management | Gift Card Module | Ecommerce Product Catalog Management |
| Customer Management | Inventory Control | Upselling/Cross-Selling Option | Data Feed Management Tool |
| Gift Registry | Table Rate Shipping | Free Trial Product Setup | Product (Stocked/Kit) Management |
| Marketing Automation | Checkout Customization | Customized Product Detail Page With Custom Attributes | Customized Theme And Layout |
| Promo Offer | Multi-Factor Authentication Login | Custom Global And Product Search | Cart/Quote Creation |
| Customizable Options | Payment Validations | Page Builder | Accelerated Mobile Pages |
| Link Overriding To External URLs | | | |

INTEGRATIONS

| | | | |
|-----------------------|-------------------------------------|----------------------------------|---------------------------------------|
| New Relic Integration | Newsletter Subscription Integration | Social Media Sharing Integration | Multiple Payment Gateway Integration |
| Hotjar Integration | Kaltura Integration | BlueConic Integration | Custom CDS Global Modules Integration |

Emuaid



DESCRIPTION

EMUAID is a Magento2 Open Source store offering First Aid Ointment which is made from the highest quality natural healing ingredients available without a prescription.

www.emuaid.com



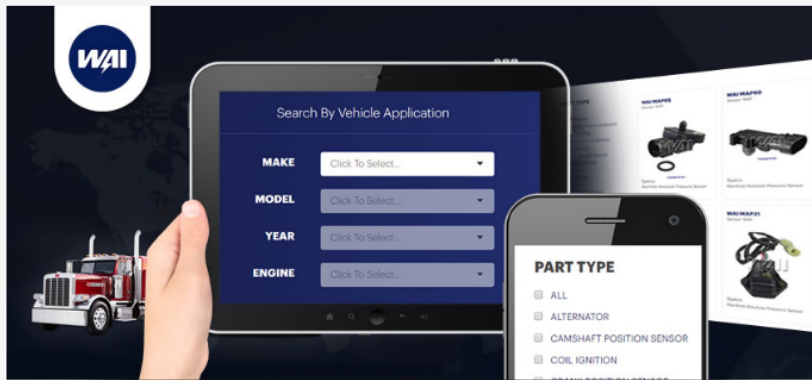
FEATURES

| | | | |
|-------------------|---------------------------------|---|----------------------|
| One Page Checkout | Responsive Theme Implementation | Order Management | Find A Dealer Module |
| Blog | Content Management | Product Data Migration From WooCommerce | Table Rate Shipping |
| Store Locator | WooCommerce To M2 Migration | Abandoned Cart Reminder | |

INTEGRATIONS

| | | | |
|-----------------------------------|----------------------------|------------------------------|-----------------------|
| Authorize.Net Payment Integration | PayPal Payment Integration | Google Analytics Integration | Mailchimp Integration |
| Social Media Sharing Integration | | | |

WAI Global



DESCRIPTION

It is a B2B Magento Commerce based wholesale application intended to sell automotive and heavy-duty aftermarket components used primarily in starters and alternators.

magentodev.waiglobal.com



FEATURES

| | | | |
|---|------------------|---|--------------------------------------|
| Multilingual Support | Multi Currencies | Magento Warehouse Management | Migrated From M1 To M2 |
| Multi Website | Multi Store | Customized Product Detail Page With Custom Attributes | Customized Theme And Layout |
| Custom Shipping Rates Using Third-Party API | B2B Functions | Build Flyer | Custom Global And Product Search |
| Custom Multi-Select Layered Navigation | Decision Cart | Minimum Quantity Purchase Threshold | Price Rendering From Third-Party API |
| Quantity Based Discounts | | | |

INTEGRATIONS

| | | | |
|-----------------------------------|----------------------------------|-------------------------------|------------------------------|
| Authorize.Net Payment Integration | PayPal Payment Integration | Google Translator Integration | Google Analytics Integration |
| Mailchimp Integration | Social Media Sharing Integration | YouTube API Integration | EDoc Builder Integration |
| Google Font API Integration | AliveChat Integration | Geolify Integration | Infor CRM Integration |
| Infor M3 Integration | Taking Pictures DB Integration | | |

Magento Open Source

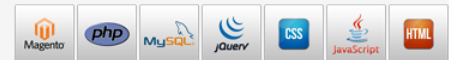
HookandLoop



DESCRIPTION

We have designed and developed a fully featured Magento Open Source custom store with for HookandLoop.com. It provides the highest quality DuraGrip® and VELCRO® Brand fasteners. Serving its customers for over 28 years, HookandLoop.com has built its client base through competitive pricing, a wide selection of products and outstanding customer service.

www.hookandloop.com



FEATURES

| | | | |
|-----------------------|-------------------------|-----------------------|--------------------------------------|
| One Page Checkout | USPS Shipping | Content Management | Ecommerce Product Catalog Management |
| Coupon Code Marketing | CRON Scheduler | UPS Shipping | Bulk Discount |
| Multi Store | Abandoned Cart Reminder | Configurable Products | |

INTEGRATIONS

| | | | |
|-----------------------------------|-------------------------------------|--------------------------------------|-----------------------|
| Authorize.Net Payment Integration | WordPress Integration Using FishPig | Zopim Live Chat Integration | Mailchimp Integration |
| Sage Pay Integration | Cloudflare WAF | Integration With Amazon Using M2EPro | Sage100 Using EBridge |

OneAV



DESCRIPTION

This is a Magento B2B store dealing with electronic products like Cables & Interconnects, Adapters, Signal Extension, AV Switchers & Matrix Systems.

www.oneav.co.uk



FEATURES

| | | | |
|----------------------------|-----------------------|--------------------------------------|------------------------------|
| Multi Currencies | Address Finder Module | Advanced Custom Reporting | Customer Services Module |
| Google Base Feed Generator | Order Management | Processing Orders Through ERP | Product Bundling |
| Product Return Module | Task Organizer | Tier Pricing Structure | Magento Warehouse Management |
| Blog | Advanced Search | Ecommerce Product Catalog Management | |

INTEGRATIONS

| | | | |
|---|--------------------------------------|------------------------------|-------------------------|
| Credit System Integration | Subscription Module Integration | Google Analytics Integration | Twitter API Integration |
| Shipping API Integration | Multiple Payment Gateway Integration | Ebizmarts Integration | Sage Pay Integration |
| Publitas (Online Catalogue Publishing System) Integration | | | |

Duty Free World



DESCRIPTION

United Airlines Magento Web Store offers pre-order, mail order and onboard duty-free shopping options. Duty-free shopping onboard exempts an international traveler from having to pay customs duties on various commodities, typically alcohol, tobacco, and luxury goods.

www.dutyfreeonboard.com



FEATURES

| | | | |
|---------------------------------|---------------------------------|------------------------------------|--------------------------------------|
| Banners Slider Management | One Page Checkout | Responsive Theme Implementation | Multi Currencies |
| Advanced Custom Reporting | Order Management | Abandoned Cart Management | Coupon Code |
| Content Management | Email Alert Option | Enhanced User Management/Security | Ecommerce Product Catalog Management |
| Coupon Code Marketing | CRON Scheduler | Free Shipping Over Specific Offers | Multi Website |
| Redis Cache Management | InFlight Delivery Custom Module | Airport Curbside Delivery Module | Advanced Promo Rules |
| Custom Product Delivery Methods | Custom Shipping Methods | Customer Testimonials | Customized Magento Checkout Steps |
| Module For Adding Gratuity | | | |

INTEGRATIONS

| | | | |
|--|----------------------------------|-------------------------------|--------------------------------------|
| Authorize.Net Payment Integration | Free Gift Module Integration | Google Translator Integration | Live Chat System Integration |
| Google Shopping Integration | Social Media Sharing Integration | Shipping API Integration | Multiple Payment Gateway Integration |
| Twilio Message Sending API Integration | | | |

Rave All Care

The efforts needed to manage in online commerce store can be divided into three components:

- **Maintenance** - This is needed to keep your online store healthy
- **Development** - Development resources are needed either to:
 - Enhance a functionality to make operations better like integration with a shipping software or warehouse management system, connect with Quickbooks for real time P&L statement.
 - Implement a recommendation by digital strategist like integrate hotjar/crazyegg for CRO, or integration with FB catalog manager or Amazon
- **Digital Strategy** - Some of the key areas of focus are conversion rate optimization (CRO), Sponsored product management (PPC), multi-channel sales, marketing automation, customer journey management.

Magento Maintenance

Our Magento certified maintenance experts keep your Magento store running smoothly and up to date. Our team examines performance hurdles, detects vulnerabilities while providing support for ongoing development, site speed efficiency, security, version upgrades, integrations, extension customization, patch installations and much more.

| MAINTENANCE ACTIVITY | FREQUENCY |
|--|-----------|
| <p>Security Patches</p> <p>Outdated Magento versions or security patches make your web store prone to unethical hacks. Our certified Magento professionals can help you with installing the latest Magento security patches to keep your web store up to date for the maximum security. Magento releases 1 to 2 security patches every month. You can read up on the importance of security patches on our blog: www.ravedigital.agency/blog/</p> | Monthly |
| <p>Version Upgrades</p> <p>Magento releases newer minor versions (on average 1x per quarter). It is highly recommended to keep your system running the latest version of Magento to ensure the health and security of your system.</p> | Quarterly |
| <p>SEO Site Audit + Analytics report</p> <p>Our Magento technical support team recommends SEO site audits are performed each week. The website should be error-free in general and specifically as it relates to SEO, as recommended by renowned audit tools.</p> | Monthly |

Rave will create a report to monitor sessions, users, revenue trends (aggregate and by channel like organic, paid, email, referral)

Performance Management

It is recommended to run your store through performance management tools. Our experts analyze site speed with the assistance of tools like PageSpeed Insights, GTmetrix, and Pingdom. Recommendations are adhered to and in accordance with the above-mentioned tools.

Quarterly

Clean/Roll-up Logs

We will review server logs once per month, and promptly attend to visible issues.

Quarterly

Monitoring/Alerts

We remove the risk of your website going down without any notification. Our experts add your site to our alerting system, which notifies us when the site goes down.

Ongoing

Email/Call Support

eCommerce systems have ongoing transactions, and as a result require consistent support. Once we receive a request, we will assess/investigate and respond.

As needed

Security Patch and Version Upgrade

- Check compatibility of various systems and extensions before upgrade.
- Apply the security patch or upgrade on a staging environment
- QA/Test the system for any issues that may arise because of upgrade
- Customer/Store owner staff is requested to test the system on Staging environment
- If there are issues found and related to any third-party extensions, Rave Digital will reach out to its author inquiring if there is a "fix".
 - Alternately, Rave level 2 resource will attempt to fix it.
- Deploy on production
- QA/UAT on production

Support Requests

- Email/Call your account manager for urgent issues
- Enhancements/customizations, add items to backlog
- Discuss items in backlog, get them added to delivery schedule based on priority

Digital Strategy

At Rave, we approach Digital Marketing from a consultative perspective. We do not believe in a "one size fits all" approach. Our strategies are customized to your business, analyzing competitors and proven tactics specific to your industry, product and service is at the core of our strategies.

OUR PROCESS

- Define Goals, targets, and areas of opportunity
- Identify stakeholders & dependencies
- Projects are split into clearly defined goals with specific tasks assigned to dedicated team members
- Custom reporting based on metrics that matter

Digital Marketing Services

| SEO | PPC |
|---|--|
| <ul style="list-style-type: none"> • Optimize website & products with appropriate keywords, descriptions, and markups • Site responsiveness for mobile, tablet, and desktop users • Ensure site layout & structure optimization for both users & search engines • Ensure search friendly URLs | <ul style="list-style-type: none"> • Google & Bing PPC Ads • Google Shopping Campaigns |

| Multichannel Selling | Email Automaton |
|---|---|
| <ul style="list-style-type: none"> • Products flow from eCommerce to other channels • Orders from from other channels to eCommerce • eCommerce manages inventory centrally • Shipping/tracking info from warehouse management system, goes to eCommerce to other channel and customer gets notified. • Optimize your ranking on all channels • Integration of multiple channels into one platform prevents customers from receiving out of order notifications after attempting to purchase | <ul style="list-style-type: none"> • Content/offer drip based on product purchased and customer demographics like sex, age, etc • Birthday offer • Wishlist and abandon card follow up • Location based (based on IP) CTA • Ability to include product images/content/coupon etc from ecommerce within email drips |
| Continuity | Loyalty Rewards |
| <ul style="list-style-type: none"> • Subscribe and Save • Replenishment & Customer Retention • Free sample/free trial • Automated Replenishment reminders | <ul style="list-style-type: none"> • Motivate customers with points to take actions that are of value to you like: social shares, purchase, invite/refer friends. |

Case Studies

Topps



SEO, PPC, Marketing Automation

Increased Customer Lifetime Value and Redemption Rate Via a Refined Site Design Focused on B2C eCommerce.

EMUAID



SEO, Marketing Automation

Deep Data Strategies and Refined Web Experiences Boosted Qualified Leads and Increased Conversion Rates.

Med Lab Supply



SEO, PPC, Marketing Automation

Increased Revenue & Sales Through Restructuring PPC Campaigns and Hyper Focused SEO Strategies.

National Oak



SEO

Achieved Multi-Website Configuration with Intricate Customizations and B2B Strategies Substantially Increasing Organic Traffic.