Guideposts

Founded in 1945, Guideposts is an online store dedicated to offering products that inspire, enlighten, and satisfy the users. With an array of faith-based products, ShopGuideposts.org is quickly becoming an online source for its customers to find the most current Guideposts products available at affordable prices. The platform is constantly expanding and becoming an ideal destination for audiences looking for Guideposts books, but also media products such as greeting cards, magazines, music, and videos.

Objectives

After Magento announced end-of-life for Magento 1 (June 2020), Guideposts needed to migrate to Magento 2 in order to ensure the continued stability of its expanding business and security of customers transactional data. During our initial discussions, the Guideposts team expressed concerns due to a drop in overall purchases and an increased number of incomplete orders from the majority of customers visiting the store. Moreover, they were lacking an essential eCommerce store functionality of displaying intuitive product feeds to the visitors.

Based on consultative conversations with the Guideposts team, the following requirements were defined:

- Deliver Quick Turnaround Time on M1 To M2 Migration
- Integration of Abandonment Cart Functionality
- Provide Secure Authentication for User Sign It
- Introduce Product Feed Generator to The Store
- Seamless Content Creation and Management for Admin
- Robust Integration of Order Management System
- Inventory Management Solution

INCREASED OVERALL
PRODUCT REVENUE
BY

205%

INCREASED
NUMBER OF
TRANSACTIONS
BY

128%

INCREASED
ECOMMERCE
CONVERSION
RATE BY

25%

"Our partners at Rave Digital have been amazing throughout the entire process of our migration from Magento 1 to Magento 2. Their level of professionalism, quality of execution, and attention to detail is commendable. Our collaboration with Rave enabled us to realize our eCommerce vision in record time. As a result of our partnership, we now have a very high performing and scalable platform that will take us well into the future and enable us to realize our eCommerce growth objectives."

Carl Hixson
Chief Technology Officer
Guideposts Media

Solution

The team migrated Guideposts M1 site to Magento 2 (v. 2.3.4), delivering the expected M2 solution! Further, the Rave team implemented Magento Business Intelligence, an analytics tool for making smarter decisions. With this cloud-based data management and visualization platform, Guideposts was outfitted with the ability to pull data straight from a customer database. It further helped them gather relevant information and metrics to make data-driven decisions. Additionally, with the inclusion of Page Builder's drag-and-drop functionality, the team now has the capacity to seamlessly create content and distribute across the site with absolute ease and precision.

Apart from the above-mentioned solutions, the Rave team implemented the following solutions to deliver the required front and backend functionalities:

- Integration with CDS Global Services Integration
  - Mylo Services for Single Sign-on
  - Realtime Inventory Synchronization
  - CDS OMS - CDS receives the orders from Magento and manages fulfilment
- Integration of Product Feed Generator module
- Integration of Abandoned Cart module
- Yotpo integration for post-purchase review on webstore
- Set custom shipping rules to create specific rates for any product (group)
- Extended support for ordering Physical, Virtual, Downloadable products

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. Our team approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our client's ongoing business success. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.