



CASE STUDY TENDER GOURMET BUTCHERY

WWW.TENDERGOURMETBUTCHERY.COM.AU

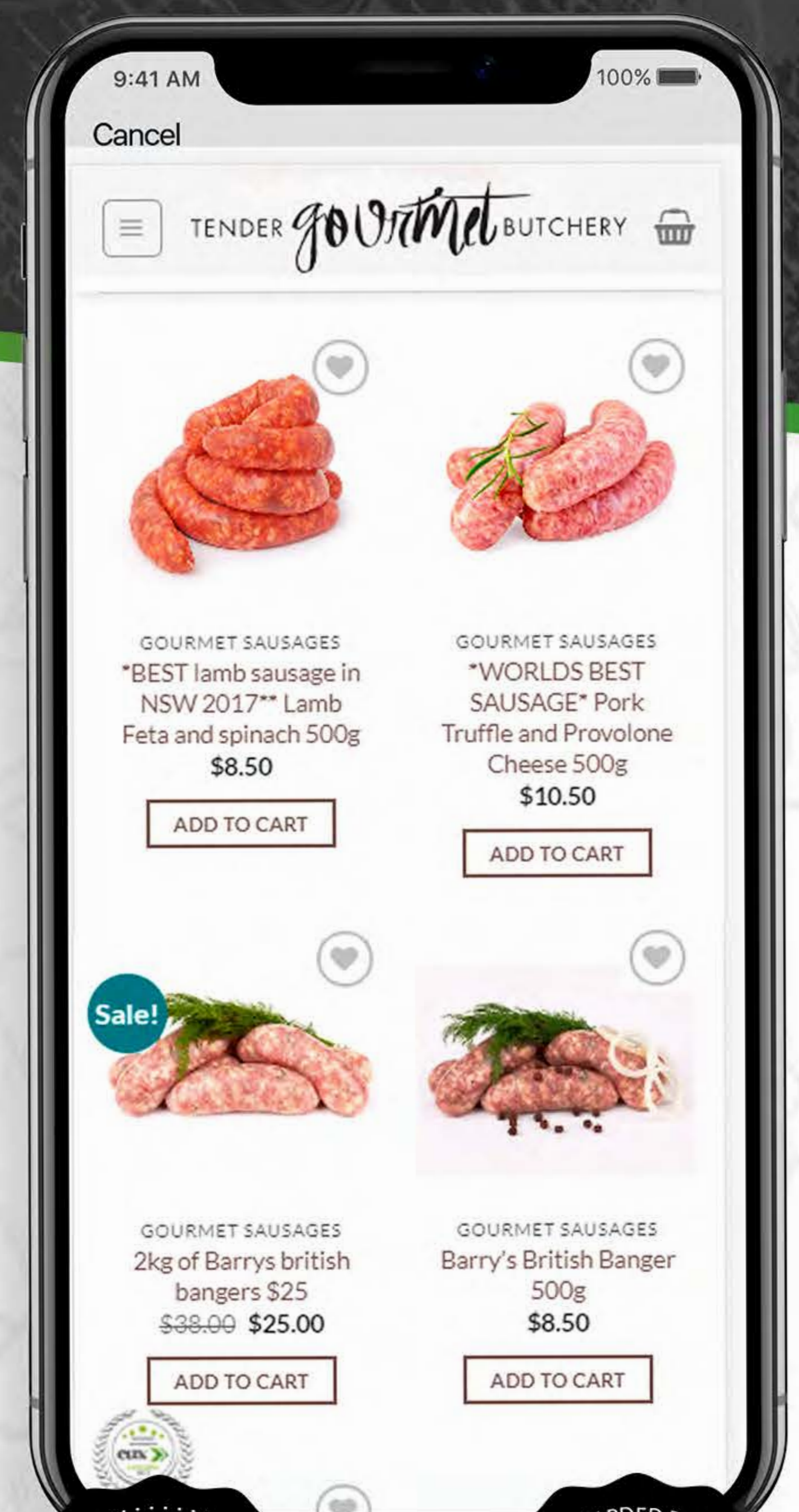


TENDER *gourmet* BUTCHERY

Tender Gourmet Butchery (TGB) is the most awarded butcher's shop in Australia. As featured on 2GB's Ben Fordham radio show and Australian Meat Industry Council (AMIC) NSW State councillor.

TGB came to us with a non-responsive and outdated eCommerce. They needed a high-power solution to build upon their modest online direct-to-consumer operations.

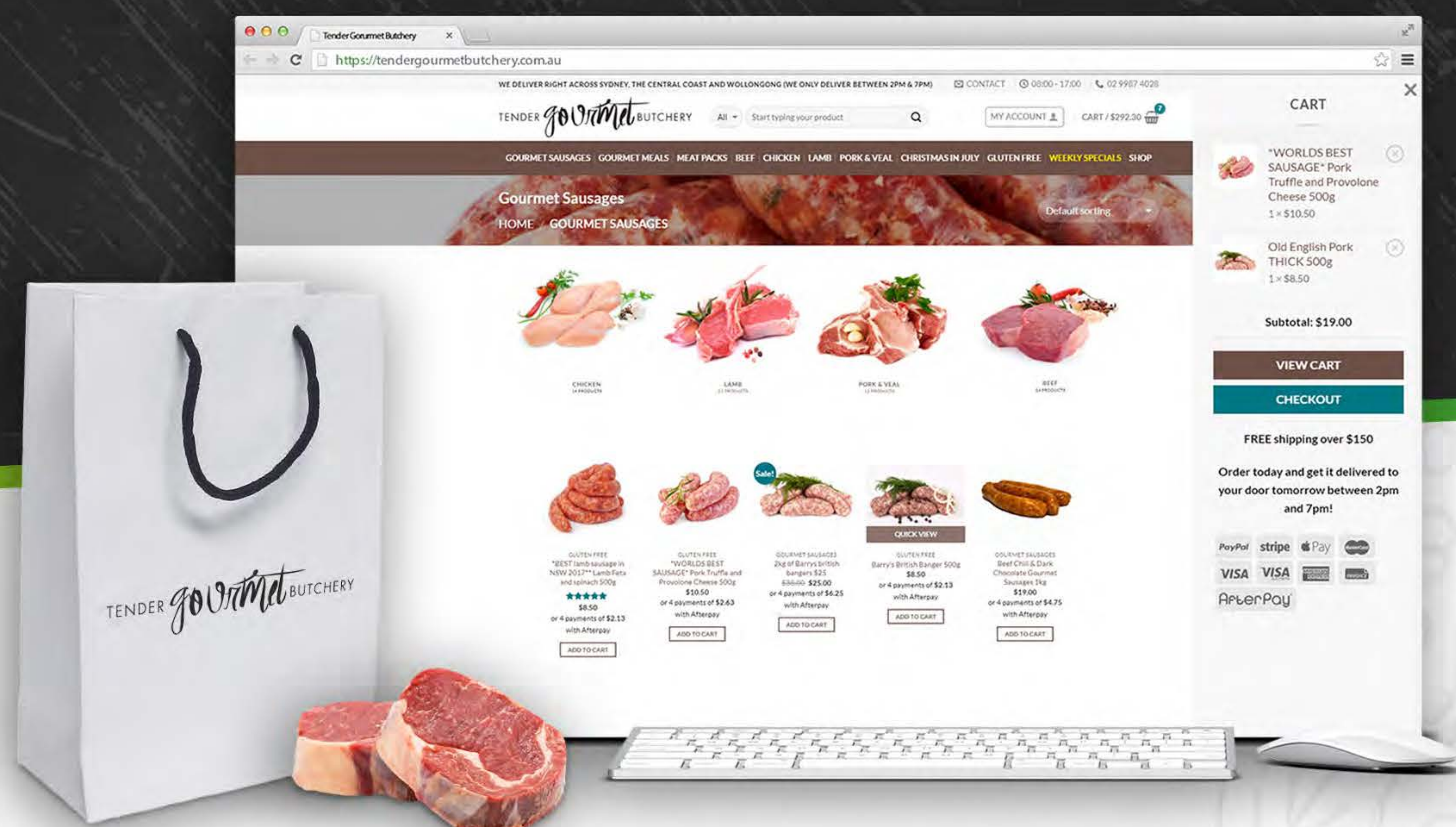
We coordinated and executed a successful re-platforming from OsCommerce to WooCommerce. We designed, developed, migrated and delivered an eCommerce that includes complex subscriptions and multiple system integrations -all in record time!



ECOMMERCE REDESIGN

MADE WITH WORDPRESS AND WOOCOMMERCE

Just some of the many new features, integrations and functions we've added are:



FLOATING CART

STRIPE INTEGRATION

CUSTOM DEVELOPMENT

PAYPAL INTEGRATION

CLICK AND COLLECT

RESPONSIVE AND FLUID LAYOUT

AFTERPAY INTEGRATION

SMS INTEGRATION

GIFTING SYSTEM

AJAX ADD TO CART

MAILCHIMP INTEGRATION

SPEED OPTIMIZED

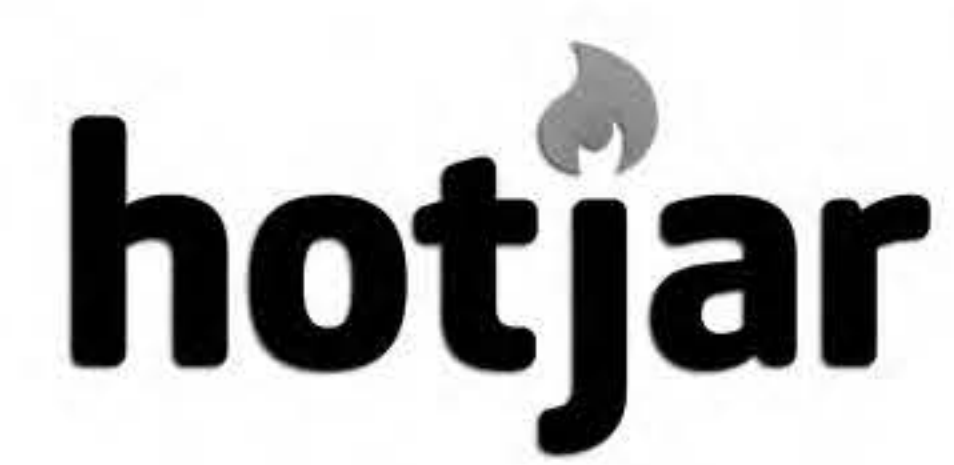
**SOCIAL MEDIA
REGISTRATION SYSTEM**

**FACEBOOK SHOP AND PIXEL
INTEGRATION**

**GOOGLE ANALYTICS
INTEGRATION**

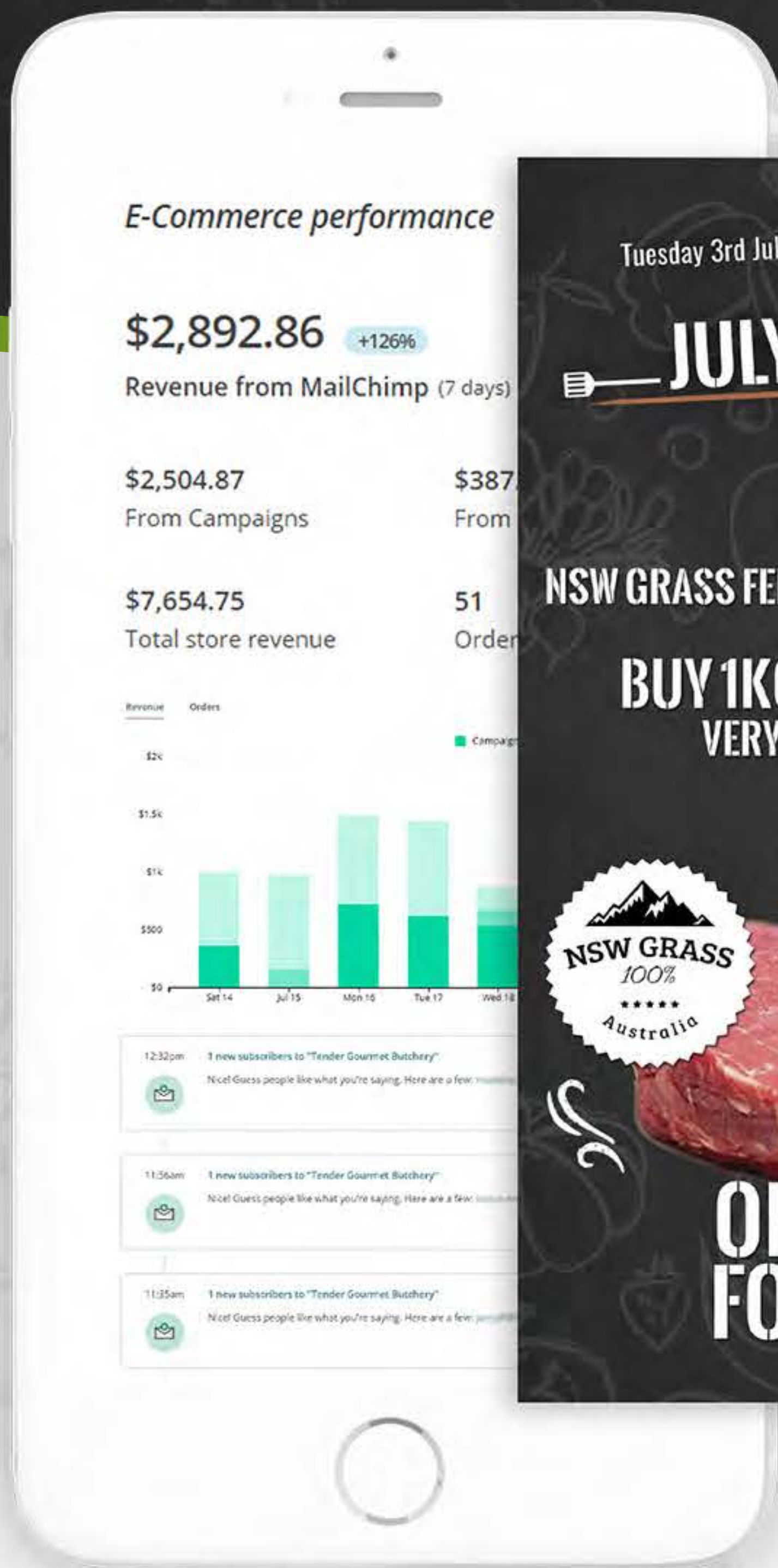
PARTNERS & TECHNOLOGIES

THAT HELPED US MAKE THIS PROJECT SUCCESSFUL



EMAIL MARKETING

Lovers of Tender Gourmet Butchery never want to run out of delicious meat. We made it easy for customers to subscribe to the email marketing system in whichever device they're on, resulting in an increase to the subscription database by **67%**! The open rate jumped to **45%** and the click rate up to **9%**! We also created automated email triggers like birthday email (with coupon code), welcome email and abandoned cart email.



Tuesday 3rd July - Friday 13th July ONLY - or until

JULY SPECIAL

NSW GRASS FED BLACK ANGUS EYE FILLET

BUY 1KG, GET 1KG FREE!
VERY LIMITED STOCKS

ONLY \$60 FOR 2KGS

NSW GRASS 100% Australia

TENDER gourmet BUTCHERY

THANKS FOR SUBSCRIBING

Use the below code on the checkout page

W3LCOM3

and get...

\$100 OFF shopping in website

BUY NOW

Not including sales items, valid only once per customer, minimum purchase of \$100

FROM 18th June - 22nd June

ORIGIN MEAT PACK

SPECIAL OFFER + BONUS!
Get your mates around, or feed the whole family with this GREAT VALUE MEAT PACK!

NSW STATE OF ORIGIN BLUES

Contains:

- 2kg of spicy plum chicken wings
- 6 X premium porterhouse steaks
- 8 X rashers of bacon
- 6 X Black Angus Burgers
- 2kg of smoked hickory USA style pork ribs
- 2kg of tasty Beef snags
- 1 X Pitt madders BBQ sauce
- BONUS - 1kg of Honey soy chicken

Only \$100
Be quick, this week only!

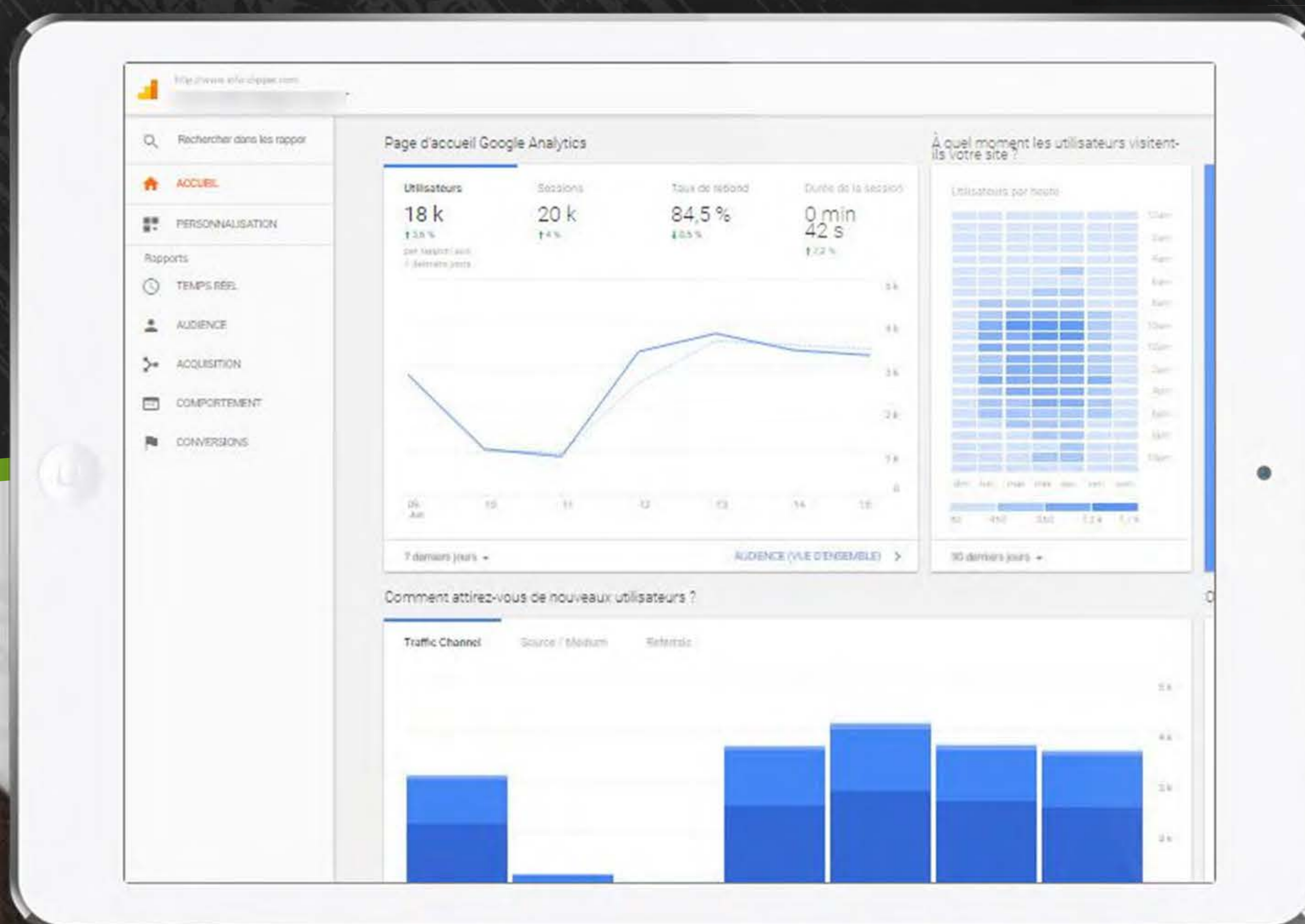
Hello Adrian!, Your order with ID 11557 on 2018-06-20 at tendergourmetbutchery.com.au is currently processing. Please allow us a few days to prepare your shipping and tracking information. Thank you. The Tender Gourmet team.



Order	Delivery Date	Date	Status
#3515 Carlos Sanchez Invoice: 3515	-	1 hour ago	Processing
#3513 Rupert Muir Invoice: 3513	2018-07-24	2 hours ago	Processing
#3509 Adrian Soto Invoice: 3509	-	Jul 21, 2018	Processing
#3507 Mike Sanz Invoice: 3507	2018-07-25	Jul 21, 2018	Processing
#3505 Cristina Rowles Invoice: 3505	-	Jul 21, 2018	Processing
#3503 Amanda Dimou Invoice: 3503	-	Jul 20, 2018	Processing

SMS NOTIFICATIONS

Small details can make a big difference, that's why we added an SMS confirmation on each order. This not only improves the customer experience but, also increased trust and an extra layer of security.



REPORTING & ANALYSIS

We take ROI very seriously, which is why our standard M.O. is to track and report on every detail, click rate, bounce rate, average order value, bestselling products and advertising spend. Understanding these metrics allows us to adjust if needed, to improve performance.

SEARCH ENGINE OPTIMISATION

By applying the best practice optimisation techniques such as rich snippets, schema, w3c, SSL and clean code, we've vastly improved TGB's online presence, traffic and reputation



RESULTS

SIX MONTHS AFTER

Tender Gourmet Butchery's online success is not just evident in their sales figures and their loyal (and-ever-growing customer base), but also in the glowing reviews they leave.

AVERAGE ORDER VALUE

+37%

ECOMMERCE CONVERSION RATE

4,15%

MONTHLY REVENUE

+504%

RETURN OF ADVERTISING SPENT

3.97

ADAM STRATTON

FOUNDER & DIRECTOR

Adrian and Rupert at EUX have astounded me with the results that they consistently deliver for The Tender Gourmet Butchery. They are exceptionally passionate about my business and are continually full of great ideas to keep it growing. Their 'can-do' attitude, sharp thinking and excellent response times have been instrumental in our continued expansion. I would thoroughly recommended the EUX team to anyone who's serious about growing their online sales!