

Shopatron CASE STUDY: **MERVIN MANUFACTURING**

Mervin Manufacturing provides better customer experiences by using Shopatron's integration capabilities to sell products directly on its brand websites.

Company

In Carlsborg, Washington, buried between the Olympic and Cascade mountain ranges, lies the Mervin board factory. Founded in 1977, Mervin is the country's longest running major snowboard factory. Proudly made in the USA, Mervin's four brands — Lib Tech, GNU, Freedom Dolly, and Bent Metal — are some of the industry's most innovative and award-winning brands.

Whether it's on the snow, pavement, or waves, Mervin Manufacturing brands have a reputation for producing some of the most environmentally friendly and innovative products in the industry. They are distributed in 18 countries and sell in the U.S. and Canada through a network of approximately 1,000 retailers.

Challenges

Despite a devoted fan base and large retailer network, Mervin struggled to find an effective way to sell online. They had a high volume of traffic to their brand websites, but wanted a way to translate that traffic into sales without competing with their retailers by selling directly to consumers.

Solution

In 2010, Mervin chose Shopatron as its eCommerce solution. Shopatron's order exchange allows online orders to be taken on a brand website, then fulfilled by a brand's participating retailers, offering a better experience not only for the brand and its retailers, but also for consumers, who can choose to have the board shipped to their home or pick it up at their local shop. So in 2010 Shopatron created online U.S. and Canadian stores for snowboarding brands Lib Tech and GNU, and skateboarding brand Freedom Dolly, and linked them to the individual brand websites.

By 2012, Shopatron and Mervin had partnered on more than 10 online stores, including projects for the snowboarding brand Bent Metal, and Lib Tech Waterboards. And while this was a great solution, Mervin knew they

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www.mervin.com

Goals

- ▶ Sell more online
- ▶ Increase wholesale sales for the brand
- ▶ Provide the best customer experience for brand shoppers
- ▶ Create an easy-to-maintain web environment

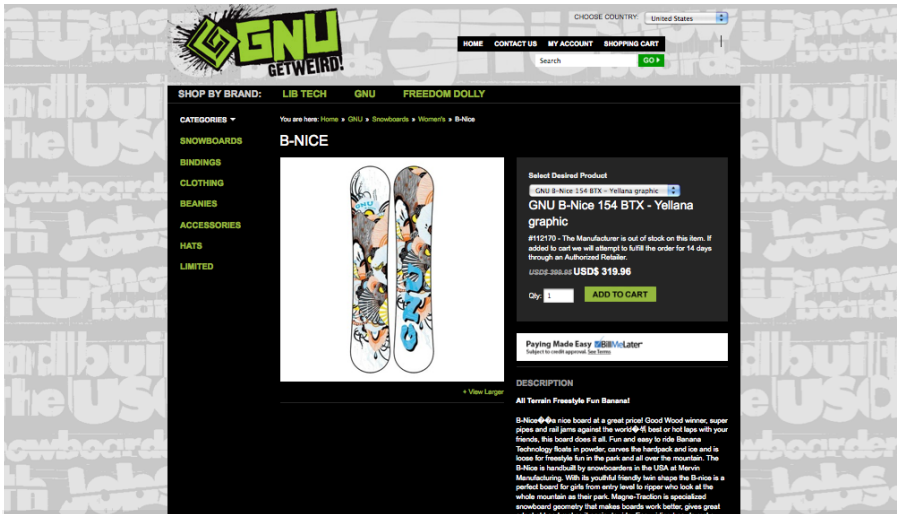
Tactics

Deploy Shopatron's retail-integrated eCommerce solution, including:

- ▶ Online stores for the U.S. and Canada
- ▶ Distributed order management and retailer fulfillment
- ▶ Shopatron APIs for seamless integration or eCommerce features into their existing website

Results

- ▶ Number of orders have increased 103% in 2012 over 2011
- ▶ 181% online revenue increase in 2012 over 2011
- ▶ Over 300 Mervin retailers fulfill orders for their Shopatron-enabled online store, speeding the product to customers.



Screenshot of Mervin's GNU website that now includes all shopping features.

could do better. By having a separate brand website and online store, Mervin made customers click over to a store to buy a product, then click again to add that item to their cart. All worked, but some customers abandoned the process (which happens whenever shoppers are asked to click even one more time.)

Mervin knew a better solution would be a single website where customers could easily find company and product information, and then place an order with a couple clicks, without having to navigate to a separate store. The answer was Shopatron's new Application Programming Interfaces (APIs), which enable Mervin to seamlessly integrate Shopatron's unique eCommerce and order management capabilities into the company's brand websites. The new API, "Add to Cart," helped transform the Mervin brand marketing sites into single, cohesive eCommerce stores that offered a richer and simpler shopping experience for their customers.

Mervin developer Brian Behrens said new APIs are simple enough for anyone to learn. "I'm very happy with the speed and performance of the API," Behrens said. "And I'm excited to see what next features Shopatron will bring to the table with the evolution of their APIs. That's one of the reasons why we love working with the Shopatron platform. It is always improving."

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- Brian Behrens



Shopatron, the world's leading provider of eCommerce for brands, is the only eCommerce solution in the world that can increase a brand's sales online, while also increasing sales through brick-and-mortar retail stores. Founded in 2001, Shopatron works with over 1,000 brands and 20,000 retail partners across more than 40 industries.

Shopatron services include:

- ▶ eCommerce website hosting and design
- ▶ Integrated checkout options
- ▶ Distributed order management and order exchange for retailer integration
- ▶ Mobile optimized browsing and checkout
- ▶ Integrated in-store pickup
- ▶ Fraud management
- ▶ Round-the-clock customer service
- ▶ Training
- ▶ Comprehensive analytics and reporting
- ▶ International multiple-language, multi-currency support
- ▶ Full-service online marketing
- ▶ Included conversion testing and optimization

Contact a Shopatron eCommerce expert for more information at: **866-625-5050** or online at **ecommerce.shopatron.com**.