



## BOOSTSALES CASE STUDY

by



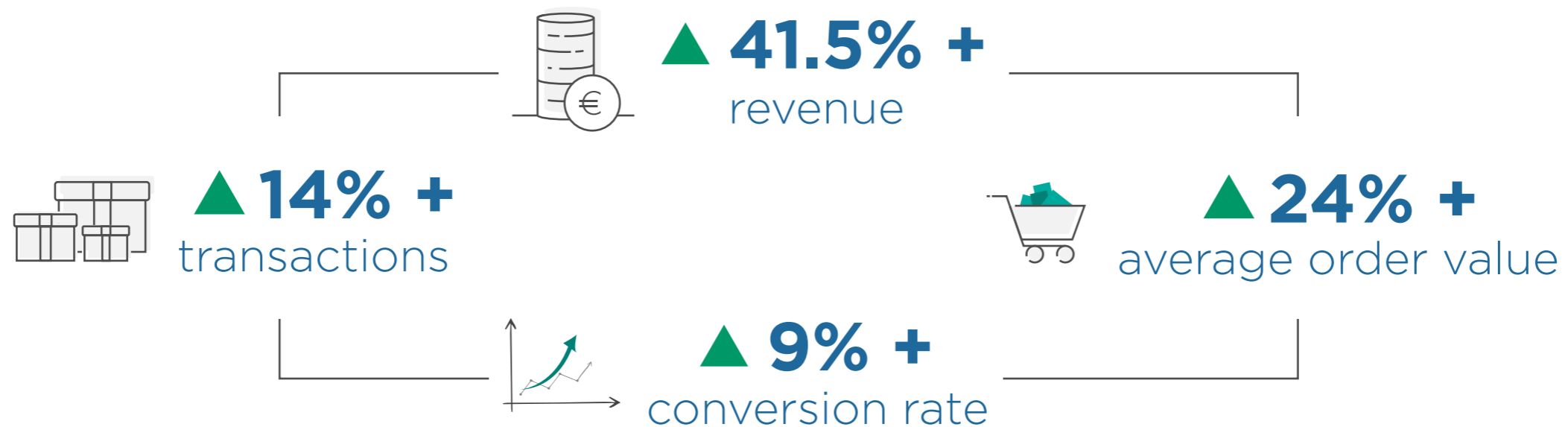
**OPTIMIZING E-COMMERCE BUSINESSES**

# UNIQUE SOLUTIONS

— TO GROW ONLINE BUSINESSES —

**Antratek Electronics** is a leading **EU-based E-Commerce merchant** specializing in embedded electronics products

**BoostSales by Newgen** provided Antratek with a **fully-managed E-Commerce optimization solution** that dramatically boosted Antratek's online conversions & sales at a much higher ROI



BoostSales' team of E-Commerce experts continues to **manage** and **optimize Antratek's online business** with our unique business partner approach, enabling the merchant to focus on expanding markets and their core business operations.



## ONE STOP SHOP

BoostSales' team of E-Commerce experts collaborated to identify the gaps in Antratek's E-Commerce setup. BoostSales had intensive discussions with the merchant to come up with an action plan to **address the pain points & boost their sales**

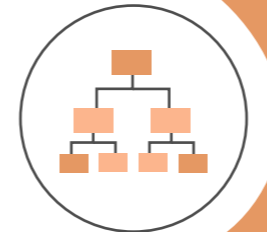
A **multiple phase** approach was decided, which would deliver multiple frontend and backend optimizations to the webstore, while designing a **full webstore revamp** with cutting-edge design and E-Commerce best practices to take Antratek to the next level.

# WEBSTORE DIAGNOSIS

— BY BOOSTSALES TEAM —



Webstore's design was not customer-centric with **poor user experience & outdated theme**



**Backend Magento fixes** were required (e.g. ERP, shipping, product feeds and checkout)



Webstore was **not optimized for mobile devices or speed**



Merchant **required additional custom functionalities** for webstore operations

The **BoostSales** team first conducted an intensive diagnosis of the Antratek webstore to identify all issues that were hampering online sales, including **SEO, User Interface, Speed, Backend Operations, Mobile Responsiveness and Checkout Flow**

# WEBSTORE REVAMP AND OPTIMIZATIONS

BY BOOSTSALES TEAM



Modern **Magento theme** with  
fresh look, built on  
latest web standards



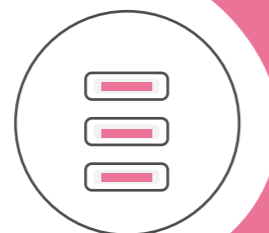
Full **mobile responsiveness**  
and  
**SEO friendliness**



Optimized backend operations:  
**Fixed ERP issues, Shipping,  
Order Management**

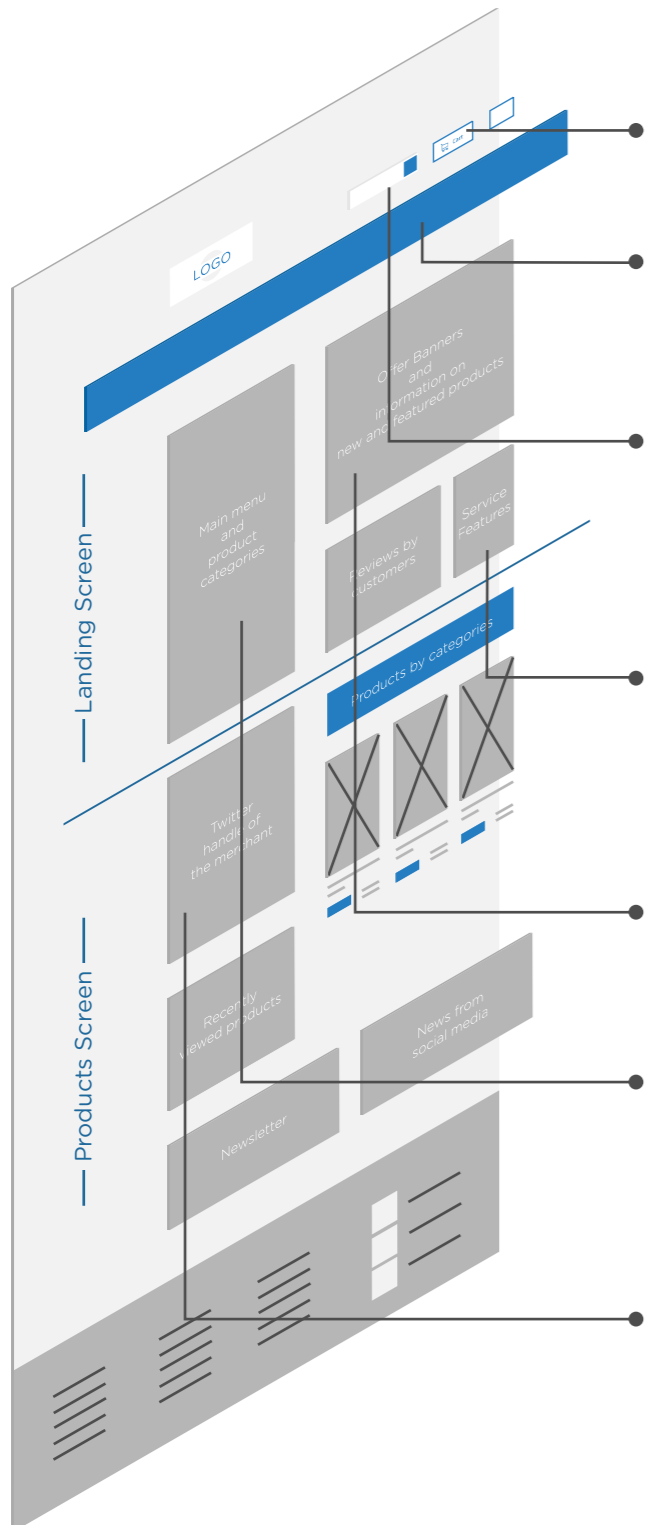


Speed optimizations  
including  
**server-side tuning, CDN integration**



Created **custom plugins** and  
**modified/fixed**  
**3rd party plugins**

# IMPROVED USER EXPERIENCE



More prominent cart button, with cart information shown upon hovering

New modern theme with sticky navigation bar

Improved search bar with auto-complete and real-time visual results for maximum discoverability

The USPs of the webstore are highlighted to visitors (e.g. 14-day return policy, 2-year warranty).

Responsive banner slider to draw attention to products and new launches

Streamlined product placement and menus for better discoverability of the most popular & featured products

Better social media integration and call-to-action buttons

Before

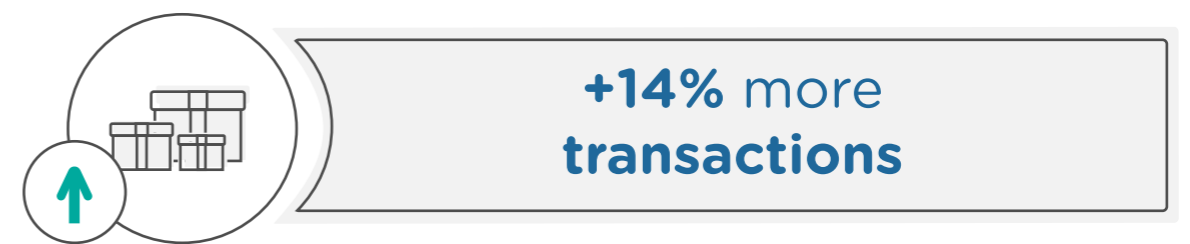
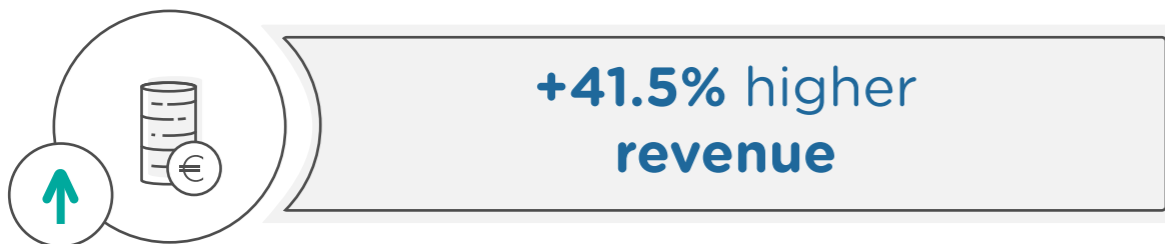


After

In less than 3 months after going live with the BoostSales webstore revamp and optimizations, Antratek saw the following results - a clear boost to their online sales.

# RESULTS ACHIEVED

## — WITH BOOSTSALES —



(figures shown are as compared to the same period last year)

# HOW CAN WE HELP YOU GROW YOUR BUSINESS?



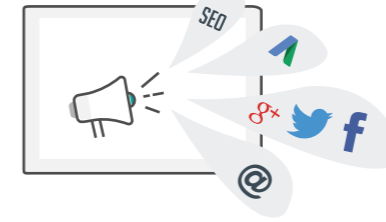
Discussing pain points  
& improvements  
with merchant



Webstore Diagnosis



Webstore Development  
& Optimization



Digital Marketing  
& SEO



Monitor & Track  
Effectiveness

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## END-TO-END E-COMMERCE OPTIMIZATION

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**Let's get in touch**

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