

Seventh Triangle



Building Intelligence

***We help building Intelligent Brands***



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# Case Studies

## iTokri : Artisanal Craft Platform on



*iTokri started in the year 2012 from a small city called Gwalior in Madhya Pradesh India with a vision to create a crafts only online store. iTokri is India's largest artisanal crafts online platform.*

- *Digitally Native: 100% Sales from own Webstore*
- *Indigenous & Frugal Operations*
- *Women Led Organisation*

### **Problem Statement**

1. *Stagnation in growth*
2. *Limited new customer acquisition*
3. *Inventory Management (stock, agying, etc.)*
4. *Readymade Category with floating inventory*

### **Solutions Deployed**

1. *Implemented performance marketing techniques for domestic and international sales across various channels.*
2. *Email/ WA and SMS automations to increase retention*
3. *Impact based PR Activities*
4. *Data Analytic Modelling: Inventory Forecasting and Purchase Optimization*
5. *Virtual inventory sync with master products for readymade category for a JIT approach.*

### **Results**

*3X Growth in Sales since 2019*



*Increased inventory turnaround by 50%*



*Increased LTV by 30%*



*Reduced Churn rate by 20%*



# Bombay Shaving Company: India's Leading Men's grooming brand



- *Arguably India's first brand which attempted to solve the Men's grooming and shaving.*
- *They have always aspired to be the Digital First Version of Gillete in India and probably for this reason they have Colgate-Palmolive and Reckitt Benheiser Group as their Investors*

## *Problem Statement*

- 1. Sluggish store performance on Adobe Commerce*
- 2. High level of dependence on a qualified tech team for smallest of use cases*
- 3. Slow speed of innovation due to complex tech stack*

## *Solutions Deployed*

- 1. Replicated the user journeys on current stack and built new journeys based on Analytical data*
- 2. Migrated the Tech stack to Shopify Plus in less than 45 days with all historical data*
- 3. Optimized Page speed and URL redirects*

## *RESULTS*

*Significant reduction of Technology cost by whopping 90%*



*Improved conversion Rate*



*Improved Customer Retention and engagement*



# Pee Safe: India's leading Feminine Hygiene Brand



*Founded by Vikas Bagaria, Peesafe is a leading feminine hygiene brand of India*

- *Solved a very important problem by inventing a product of Toilet Seat sanitizer*
- *Sensitized and created a category for Feminine Hygiene*

## *Problem Statement*

1. *Product discovery*
2. *Low AOV*
3. *Declining Cohort*

## *Solutions Deployed*

1. *Complete UI/UX Revamp*
2. *Shopify Script Use Cases deployed*
3. *Data backed Performance Marketing to improve the overall Conversion Rate and ROI*
4. *Launched private label Furr*

## **RESULTS**

*Increase in AOV by 35%*



*Increased Scale and conversion rate by 25%*



*Increased repeat rate by 40%*



# Ferns N Petals : Shopify Plus | Headless Commerce

## About the Brand:



One of India's leading gifting platforms also quickly making its name in the Asia and Middle eastern region.

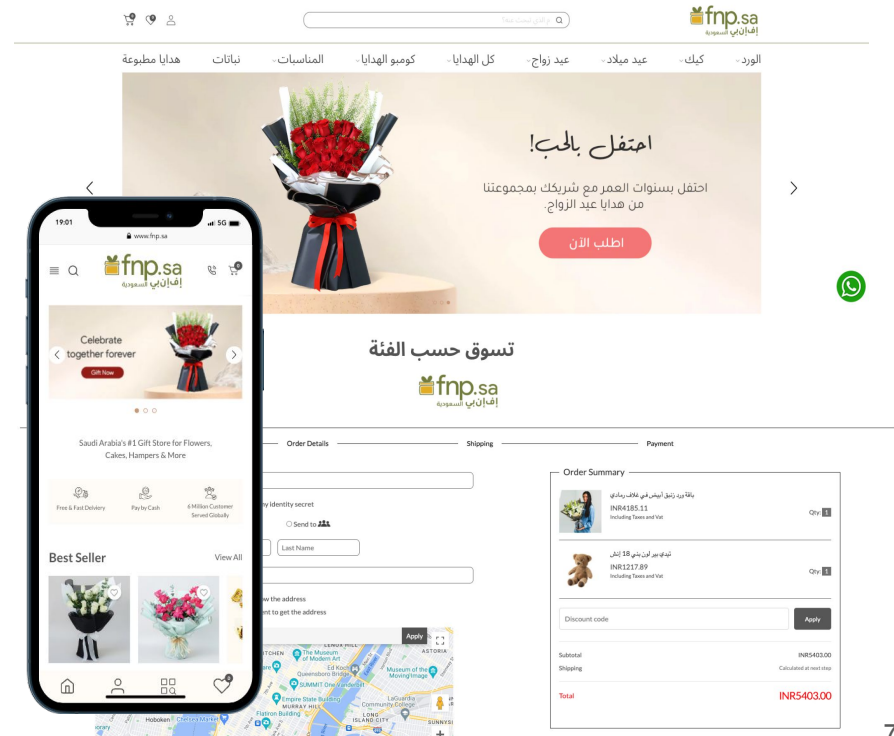
## Problem Statement:

- Migrating from current tech stack to Shopify Plus
- Arabic first, multi-lingual website
- Multi-city based product and delivery management
- Order Management
- Multi-vendor Management
- Custom SEO and URL management
- Hybrid Mobile Application

# Ferns N Petals : Shopify Plus | Headless Commerce

## Solutions Deployed

- Built the overall website in the Shopify's Hydrogen and Oxygen tech stack in the latest Remix framework.
- This enabled us to build a smooth Hybrid App while also maintaining and managing the SEO and URL requirements
- Developed an end to end Order Management System to manage the vendors, cities & delivery time slots.
- Developed an end to end Vendor Management system to allow different vendors to only be able to access their respective orders/sub orders.



# Jockey: Migration from Custom Stack to Shopify Plus

## Solutions Deployed

- Creation of UI/UX Design in line with Brand Design Guidelines
- Building the User Journeys
- Development of Functionalities on Shopify Plus
- Custom Integrations with
  - Wizzy
  - Breeze
  - HR Mantra
  - Kapture CRM
  - Discount Engine
  - Vouchergram





# I Say Organic: Organic Grocery and Fresh Produce Store



*Founded by Second generation entrepreneur Akanksha Kapoor almost a decade ago. I Say Organic is an organic grocery webstore in Delhi NCR. I Say Organic has their own farms and has also partnered with Farmer Produce Organisations (FPOs) from which they source certified organic produce. In 2021, they expanded in PAN India through their non perishable product line. They have been growing at 50% YOY sin*

## Problem Statement

1. Web platform on deprecated Code technology
2. Management of **Partial** Inventory
3. Low conversion rate
4. Poor Loyalty & Retention
5. Order Management Inefficiencies

## Solutions Deployed

1. Migrated from Woocommerce to Shopify.
2. Built a Custom Inventory Management Process
3. Integrated Order Management System which manages Partial Inventory and Delivery Management System
4. Loyalty Program Implementation

## RESULTS

Less than 1% Order Failure Rate



Increased Revenue by 4X



Increased repeat rate to 20%



## Femella: A contemporary womenswear brand prioritising comfort & style



*Femella creates stylish, comfortable women's clothing that lets you be yourself every day. Our priorities are equally simple: Ultimate comfort, versatility and quality at value for money.*

- *Community led brand and Personalized recommendations to users.*
- *Brand started with marketplaces but have grown tremendously over the past few months.*

### Problem Statement

1. *Product discovery*
2. *Growth optimisation*
3. *Low conversion rate*

### Solutions Deployed

1. *A more optimized navigation to ease customer journey.*
2. *Shopify script discounts and customizations to reduce RTO's*
3. *Page Speed optimization to improve the CRO*

## RESULTS

*Significant sales contribution*



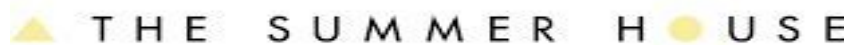
*Increased conversion rate  
by 30%*



*Improved engagement thus  
contributing upto 20% increase in  
repeat purchases*



# The Summer House: Selling Indian Craftsmanship globally



- *Founded with the biggest passion of working with rural artisans to sustain traditional craft techniques and textiles.*
- *Thus far, they have an ongoing partnership with 17 craft clusters across India that enables us to design original textiles and handmade garments.*
- *Their aim is to bridge the gap between age old craftsmanship and modern wardrobes.*

## *Problem Statement*

1. *Cross Border Sales*
2. *Conversion Rate Optimisation*

## *Solutions Deployed*

1. *Optimized conversion impacting factors like Page Speed, 3rd Party Software usage.*
2. *Revamped the website User flows based on the conversion analysis*
3. *Optimized the usage of 3rd party apps to facilitate International Sales*

## *RESULTS*

*Significant sales contribution from International Orders*



*Improved conversion Rate*



*Improved Customer Retention and engagement*



## Bata Omni-channel Loyalty Program



*The Bata Shoe Organization was founded in 1894 by Czech businessman Tomas Bata in the city of Zlin, what was then Czechoslovakia. Coming from a family of shoemakers with a long heritage of eight generations and over three hundred years, Tomas Bata capitalized on knowledge, expertise and skills to propel his newly founded company forward. The introduction of factory automation, long distance retailing and modernized shoe making ensured the profitability of the company from the very beginning. It is now the world's largest manufacturer and marketer of footwear operating across the globe.*

### *Problem Statement*

- 1. Optimize the Omni-channel Loyalty Program model*
- 2. Identifying the right approach for implementation*
- 3. Shopify integration*

### *Solutions Deployed*

- 1. EasyRewardz tool fit perfectly for achieving the Brand's vision and goals.*
- 2. Built a middleware for smooth integration between Shopify and EasyRewardz.*
- 3. Customized the website and checkout to implement the business logic*

[Detailed Info](#)

# Unique Mentions

Project	Brief
Hydrogen/Oxygen - Shopify Plus	Hydrogen and Oxygen is the Headless Commerce setup launched by Shopify Plus. We are migrating iTokri.com to Headless setup giving them flexibility around speed and user experience
Ferns n Petal, Saudi Arabia - <a href="http://fnp.sa">fnp.sa</a>	In this Project, we are building a Complete end to end solution for Time slot Gifting. This would include a complete Order Management and Partner Management platforms. This would be a cross channel implementation across website and mobile applications (Android and iOS) and is getting implemented on the H2 O2 headless framework by Shopify
Ralco - Equipp - <a href="http://equipp.in">equipp.in</a>	Founded by Promoters of India's leading IT Equipment distributor. Ralco shall be a platform to rent IT Equipment for short or long term. This is being built on Shopify and shall become a Case study for an out of the box use case
Bira91	Bira is India's leading liquor brand. Liquor in India is state regulated with different rules for different provinces. We have digitised the entire distribution process for them. In this the data is fetched from multiple sources including government sites and updated in the process flow of the distribution.

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*“Alone we can do so little; together we can do so much”*

## Get in Touch



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