



Case Study: LeatherUp.com

Over the last several years, Nox Enterprise Commerce, a division of Nox Solutions LLC, has provided LeatherUp with exclusive e-commerce services and an e-commerce platform solution. The result is a 50% improvement in traffic conversion rates while providing major improvements towards the customer experience, website performance, and security.

Background of LeatherUp

LeatherUp.com is a leading North American online retailer of motorcycle accessories and leather goods. The company is ranked in the Internet Retailer Top 500 and overall is the 165th largest online retailer in North America with an estimated sales of \$30 million for 2011.

They are also one of the web's highest trafficked online stores with over 15 million visitors each year. With over 1,000,000 satisfied customers and 25+ years of experience in the leather business, LeatherUp has shown to have the right mix of price, quality and selection.



The LeatherUp Business Challenge

Founded in 1999, the company enjoyed steady growth from the beginning. But by 2007, it had outgrown the capabilities of its e-commerce platform. With aspirations of becoming one of the top 500 online retailers in North America, LeatherUp management realized it needed a platform partner who could reliably provide a much better shopping experience for its customers.

Specifically, the company was looking for a new platform provider who could:

- Provide a proven and comprehensive end-to-end solution
- Improve the site's conversion rates
- Leverage stronger SEO capabilities
- Provide faster page loads
- Improve operational uptime
- Offer smart browsing
- Drive sales growth with applications, in key industry-specific categories
- Provide an enterprise-grade, reliable infrastructure with a scalable architecture
- Seamlessly add more brands and SKU's
- Drop ship directly to customers
- Provide a higher integrity of security and fraud prevention

Why Was Nox Selected by LeatherUp?

- Nox had proven success with its complete end-to-end e-commerce platform and its ability to create customized e-commerce solutions for its clients.
- Nox is a boutique firm, so LeatherUp would get more attention than they would with a larger firm.
- Nox had developed a strong platform, with broad capabilities and fast page loads.
- Nox was capable of developing new customizable applications that would set LeatherUp apart from its competition.
- The Nox platform included modules as part of its standard offering, which LeatherUp's then current vendor didn't have and would have charged to build.
- Historically Nox meets implementation deadlines. The site launched in May, 2007. The development and implementation time beat expectations.

The Nox Enterprise Commerce Solution

Nox and LeatherUp collaborated closely to build a new LeatherUp website, one that would take full advantage of the Nox Enterprise Commerce Platform. The design goals of the project were to:

- Position many more products on the homepage
- Streamline site navigation
- Enable direct access to product pages
- Enable smart browsing
- Improve site search
- Implement an effective recommendation engine
- Provide helmet finder and tire finder applications to drive sales in these categories
- Implement a free-shipping subscription program, similar to Amazon Prime
- Implement a newsletter program designed to alert customers to new offers

The expectation of the new site was that it would outperform the previous site in these metrics:

- Overall traffic
- Time on-site
- Conversion rates
- Shopping cart abandonment
- Newsletter marketing efficiency

With improved site performance, LeatherUp could then invest more in paid search to drive traffic and sales even further.



Nox Enterprise Commerce Impact

- Conversion rates improved 50%, growing from 2.35% to over 3.5%
- Customer satisfaction improved as complaint emails fell by 90%
- Revenues per transaction grew from a base of \$85 to \$118 today
- The Tire Finder drove a 30% increase in tire revenues
- The Helmet Finder drove a 35% increase in helmet revenues
- LeatherUp was able to capture a top 5 position on all helmet brand searches on Google
- Shopping cart abandonment fell by 38%
- Time on-site increased by 26%
- Overall traffic is up 130% since May 2007

Customer Quotes:

“We were burnt by a few vendors prior to NEC. Some were pretty large firms. All of them over promised and under delivered. By choosing NOT to go with one of the larger platform providers, and by going with Nox instead, we get a superior platform and a far more responsive team working for us 24/7. They are truly our partners and go above and beyond every day to make sure we can deliver the best shopping experience possible to our customers.”

-- Travis Skylar, CTO, LeatherUp.com

“We now innovate more because we know that the Nox team is there to help us develop the site in new and innovative ways. We have a much more productive conversation going on with our customers thanks to the Nox platform, its integration with social media and its powerful email newsletter system. We typically receive immediate feedback from users and adjust our merchandise, pricing and promotions instantly.”

-- Frank Delano, Senior Marketing Manager, LeatherUp.com

Nox Quotes:

“As e-commerce moves into a new era, focus is not only on the website but social, media, and mobile commerce, essentially integrating more content into the shopping experience. We look forward to our future collaborations with the LeatherUp team and our partnership to maintain a competitive advantage.”

-- Rick Divesti VP of Sales, Nox Enterprise Commerce

“Leatherup.com has lots of innovative ideas about how to grow their business. We enjoy rolling up our sleeves with them, implementing their vision and providing their customers with the very best online shopping experience.”

-- Eric E. Marston CTO of Nox Enterprise Commerce

“Nox has benefited from the innovative vision and e-commerce expertise of the LeatherUp.com team. We are committed to continue building new capabilities into our platform to help LeatherUp.com and our other e-commerce clients grow their profits in the years ahead.”

-- Payam Zarabi, CEO, Nox Enterprise Commerce

About Nox Enterprise Commerce

NEC is a leading e-commerce solutions management firm headquartered in Los Angeles, CA. A full service e-commerce provider, NEC's proficiencies include website design, creation, maintenance, streaming, hosting, marketing, promotions, customer service, and product fulfillment. NEC delivers customized e-commerce solutions through an open, enterprise-level platform and highly scalable infrastructure.

Company Name	Nox Enterprise Commerce
Website	www.noxenterprisecommerce.com
One Line About the Company	A leading provider of e-commerce solutions to online retailers, manufacturers and broadcasters.
Other Important Data Points	Established in 2002, proven performance, retaining demanding clients with unparalleled service.