



smart solutions



CASE STUDY

Defenders of Wildlife

Protecting and Restoring Imperiled Wildlife in North America and Beyond



Marketing a Mission

gifts.defenders.org is an especially challenging breed of eCommerce. They don't sell products. Instead, Defenders of Wildlife is marketing its mission and faces the challenge of transforming interested onlookers into financial donors. That means attracting the right people and tapping into emotion. Right then and there. Any delay and the moment is lost.

It just didn't need to be that hard. Defenders of Wildlife contacted Smart Solutions for help months after engaging with another web agency. Valuable company funds were being spent, yet there was no real end in sight. The Smart Solutions team assessed the website and found the technical architecture was more complicated than it needed to be. The overly complex, expensive implementation necessitated a complete rewrite to get back on track. Magento was selected as the platform of choice. In the end, overall costs were lower and site upkeep is easier and faster. We also fixed annoying UI glitches that stopped people from completing their purchases. Behind the scenes, we quietly boosted search engine rankings until the site could finally be found.

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We were in a dire situation – we asked Smart Solutions to rescue our site. They were patient, professional and helped us recover in short order within budget.

- TJ, gifts.defenders.org

Our Experience Let Us Help Make the Right Decisions



We transformed the Defender's site into an indispensable eCommerce tool that increased online sales and customer conversions.

41.5%

Increase in revenue

20%

Increase in time spent
exploring the site

53%

More people spent more
time reading

\$

More real dollars earned

74%

More pages visited



Short launch timeline met
within budget

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Three things about Smart Solutions? They're right there whenever you need them, they're professional and they do what they say they'll do, on time.

- TJ, gifts.defenders.org