



# Defenders Of Wildlife



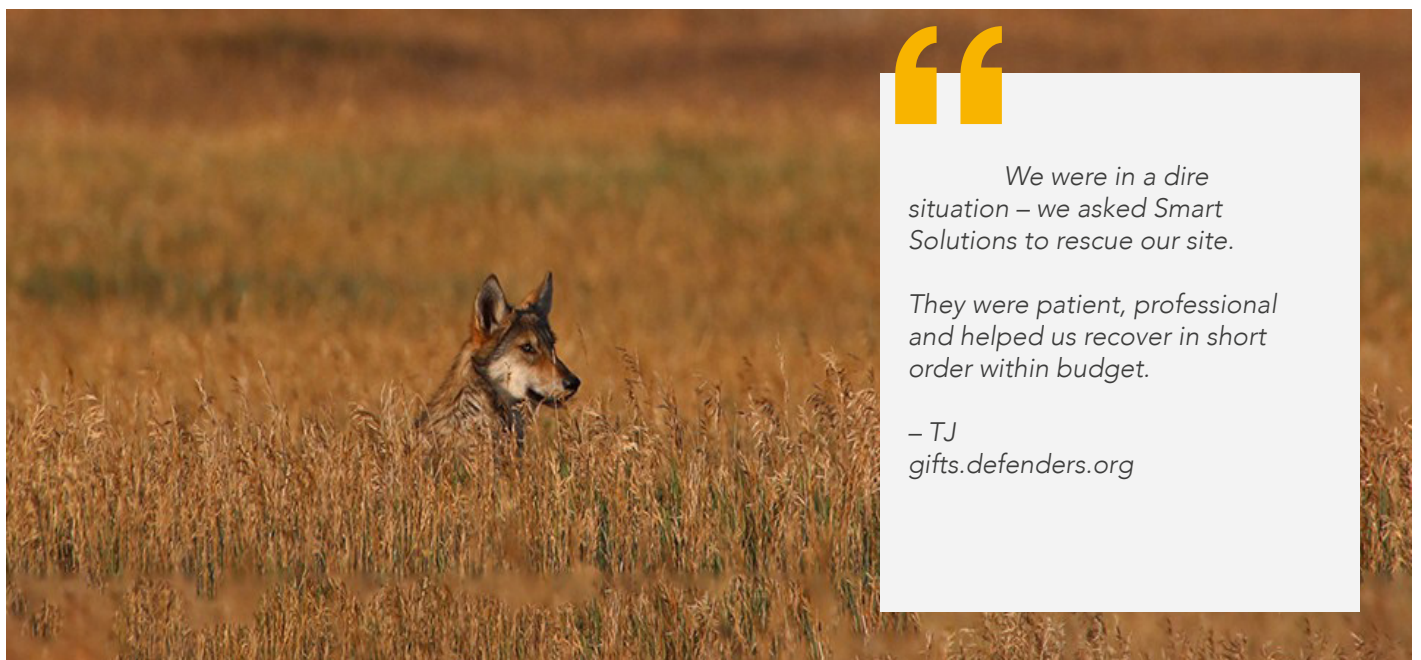
Protecting and Restoring Imperiled  
Wildlife in North America and Beyond

# 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. Choosing the right eCommerce platform for every site is a crucial step and in this case, we assessed the site and found that the Magento Enterprise platform it was based on came with features, a development approach and a pricetag that weren't required. We moved the site to

Magento Open Source and saved \$15,000/year in fees. We made the site faster. Easier to navigate. Fixed annoying glitches that stopped people completing their purchases. Behind the scenes, we quietly boosted search engine rankings until people started finding the site.



*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 Lets Us Make The Right Decisions



■ We transformed the Defenders' site in to an eCommerce machine. A fast, easy to use and wallet-opening machine.

- 📈 41.5% increase in revenue
- 📈 20% increase in time spent exploring the site
- 📈 53% more people spent more time reading
- 📈 74% more pages visited
- \$15,000 in annual licensing costs saved
- Real dollars earned
- Aggressively short timeframes met

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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](https://gifts.defenders.org)