

CASE STUDY

EVENT SOURCE



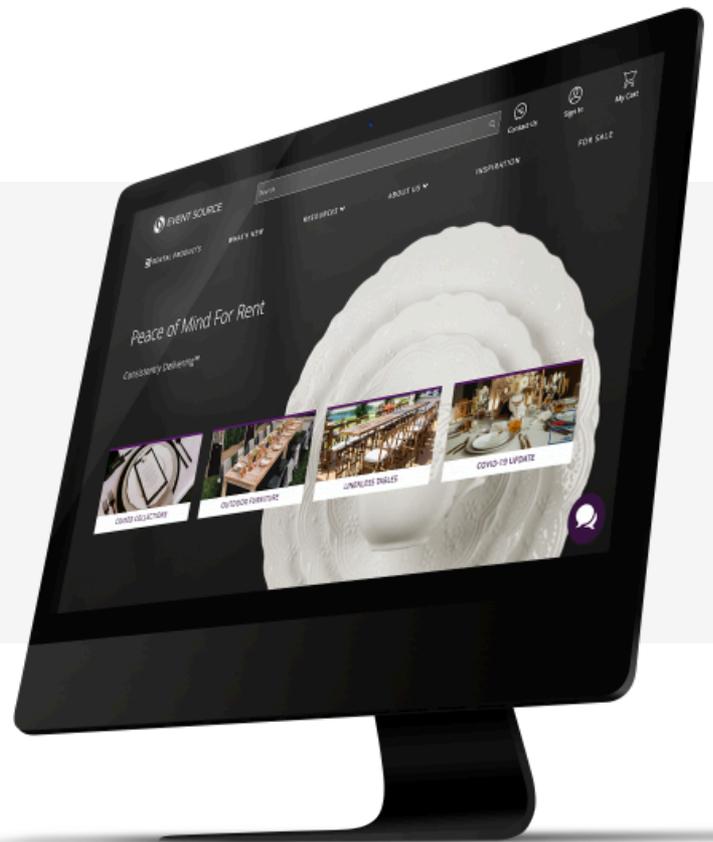
COVID-19 relief



Accelerated development schedule



New Adobe Commerce site



"We were in the middle of developing our new website when COVID hit. Our sales dried up completely and we had to stop all development. When 121 reached out to us months later and said they had been working on our site without payment and were ready to launch, we were stunned. When the restrictions were lifted, we didn't think our new site would be ready, but 121eCommerce came through for us. They are a true hands-on partner who wants us to succeed."

LAUREN BALATA, CERP, SPECIAL PROJECTS MANAGER

+\$50k

Sales in first month

+15-20

New accounts daily

+10%

Increase in AOV



The Situation

Event Source is Northeast Ohio's largest rental firm. A family-owned and operated business, they provide a wide range of rental products for events and parties.

Before becoming a client, Event Source was on a 10-year old website that was not scalable and difficult to manage. The design was outdated and the product data was poorly organized, making for a less than friendly shopping experience. They had big plans to expand their online sales channels but were blocked by their outdated platform.

They chose Adobe Commerce as their eCommerce platform for its scalability, performance and rich feature set. After asking for recommendations for a web development partner and researching other agencies, they chose 12Commerce based on our proven track record, constant communication and expertise in the Adobe Commerce platform.

Then COVID hit.

And their rental orders came to a grinding halt.



The Solution

With zero income, the client could not afford to continue development on their new website; however, we were sympathetic to their situation and continued working on their site with a postponed payment schedule.

As we neared completion of their project, the governor of Ohio announced that all COVID-related health orders would be lifted June 2nd.

Event Source knew that when the restrictions would be lifted, events would start up again and they most-definitely wanted their new site up by then.

With only a few weeks to spare before June 2nd, we worked double-time to get their site live.

And the push was well worth it.



The Success

In less than four weeks since the launch of their new site, they had already brought in nearly \$60,000 in sales. They are seeing 15-20 new accounts being created daily, their AOV has increased significantly and their conversion rate is in the double digits.

Their site now features their entire catalog with product attributes for easy filtering. Products have been well organized into intuitive categories and an easy, powerful search speeds up product discovery.

The site has a beautiful, functional design, is fast, user-friendly and is getting rave reviews from customers and employees alike.