

# CASE STUDY



**Oriental Trading Company** is the nation's largest direct merchant of value-priced party supplies, arts and crafts, toys and novelties, and a leading provider of school supplies and affordable home décor and giftware. Acquired by Berkshire Hathaway in 2012, OTC has been recognized as one of the Top 50 Internet Retailers and one of the Top 50 Catalog Companies.

## HIGHLIGHTS

- 70%** Increase in conversion
- 13%** Increase in Average Order Value
- 13%** Drop in bounce rate
- 25%** Increase in pageviews

## ORIENTAL TRADING COMPANY

### CHALLENGES

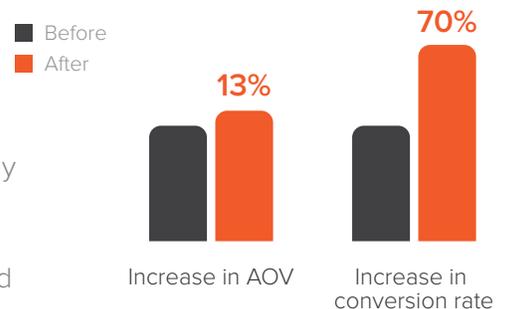
When Oriental Trading Company began rapidly gaining mobile customers, they were unable to provide the well-optimized experience mobile users have come to expect. Their previous mobile system posed more problems than solutions: it was inflexible and blocked rapid, timely changes, there was no way to implement separate analytics for mobile and desktop websites, it was costly to maintain, and the design did not reflect the modern look of current web interfaces.

### SOLUTION

To improve their site's mobile experience, Oriental Trading Company selected Sooryen Technologies and our skilled Moovweb implementation team. With a 45-day launch window, our Moovweb-certified team used an agile development schedule to give OTC a mobile site with a new, flexible template, including proper UI/UX and a look that matched current trends. In addition, we added mobile-specific features such as Google Wallet, providing customers with an additional mobile-friendly payment method.

### BENEFITS

With Sooryen, Oriental Trading Company has seen a substantial improvement in the performance of their mobile experience. Their new Moovweb-implemented website has provided a 70% increase in conversion rates, 13% increase in average order values, 13% drop in bounce rate, and 25% increase in pageviews. The mobile site is now also much more stable and has the flexibility to include future enhancements such as Google Wallet and mobile-targeted advertising, opening the door for new possibilities and growth.



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