

## Fastest and Smoothest Vendor Implementation

**Situation** Our client, a \$5.5 Billion company and within the top 100 in the Internet Retailer Top 500, recently launched its new 100,000 SKU e-commerce website.

Our client's e-commerce team is stretched to its limit managing creative, content, operations, customer care, web analytics, paid search, SEO and affiliate marketing for the new, improved site.

**Challenge** **Managing Vendor Implementations in a Timely Manner**  
Our client's experience, through a multitude of vendor setups, was that many had their fair share of problems and ran late, and most required significant ongoing management and maintenance.

When they looked for a new vendor to find incremental revenue through long tail, non-branded organic search traffic, they thought that this new activity would be very labor intensive, extremely slow to implement, and would probably require ongoing project management, "a path which we didn't want to pursue" said their Direct of eCommerce Marketing.

**Solution** **Fastest, Smoothest Implementation**  
"We are pleased we chose YourAmigo's Organic Search solution to create a new revenue channel".

"The setup went live in 6 weeks, 2 weeks earlier than was advised, and required only 3 hours of our IT time during that 6 weeks", said their Director of eCommerce Marketing. "YourAmigo was the fastest and smoothest implementation that we have ever experienced."

**Results** **Incremental Sales, Fast! Little ongoing overhead!**  
Not only was the implementation smooth, but within 3 months of going live YourAmigo's service delivered 307,211 incremental, new visitors and over 5700 new conversions.

"Unlike other implementations, the YourAmigo service has minimal impact on our resources", said the Director of eCommerce Marketing.



***"YourAmigo's Long Tail Non-Branded Organic Search setup has been the fastest and smoothest implementation we have experienced"***

***Director eCommerce Marketing  
Top 100 Internet Retailer 500***