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### Market Outlook

E-commerce has become more secure and more popular than ever, opening a whole new realm to consumers and vendors alike. Companies or individuals who would otherwise not be able to afford to open a physical store location can now sell their goods and services online without costly overhead and reach a far broader audience than they ever would with a traditional store front. These e-commerce sites allow large and small businesses the opportunity to offer consumers goods and expertise on a level playing field, causing the online retail market to boom.

### Opportunity

Artoozie, a company dedicated to the creative development of young artists, needed a method to offer their unique collection of children's art supplies and accessories to consumers. They consulted with TribeAgency to discuss possible solutions that would introduce their new line to people across the nation. TribeAgency suggested Artoozie open an internet based store as opposed to an actual physical location, so they could reach a broader audience and have the benefits of less overhead and risk. Artoozie looked to TribeAgency to build an e-commerce site that was easy for parents to navigate and shop, while making the site a celebration of creativity, imagination, and the development for the love of art for children.



### Solutions

TribeAgency went to work creating a site that captured the attention of a creative child and portrayed the important message of developing both the left and right side of the brain through art, imagination, and creative play. The final interface features a strategic design of vibrantly colored dots decorating each page. A playful bee buzzes at the top of the page keeping pace with a visitor's mouse movement, providing an interactive visual that reinforces the Artoozie brand mascot.

While the site's interface design advanced through the creative process, each of the products carried within the Artoozie line were sent to TribeAgency so they could be individually set up and lit in the company's photography studio. This allowed multiple views of each product to be prepared for online catalog selection via digital proof sheets.



### ARTOOZIE.CASE STUDY





By taking advantage of **TribeAgency's** full service aspect and expertise, **Artoozie** was able to launch an **e-commerce site** that is limited only by their business imagination.

Once final product imagery had been selected it was outlined and entered into a custom database. The database was later used as the foundation that handled site wide imagery needs for the e-commerce solution and when combined with custom code automatically addressed tasks such as image watermarking and auto resizing for thumbnail, gallery and detail views.

With a custom interface and vibrant product photography in place the TribeAgency Technical Team developed a dynamic e-commerce shopping cart with a wide range of features to allow Artoozie to effectively manage their online business. Based off of the .NET platform the e-commerce solution TribeAgency delivered addresses critical business functions by providing Artoozie with a custom web based control panel with Excel or Xml upload for product line importing and updating, as well as real time inventory management with support for minimum quantities, restricted products, download products and subscription items.

The solution executed by TribeAgency handles ordering processing with unique applications like a secure customer address book and profile, multiple ship-to /bill-to addresses, easy one button re-order, affiliate tracking and support for multiple payment options such as Credit Card, PayPal, E-Check, C.O.D., Request Quote, PayPal Express, Micropay/Purse, and Check by Mail.

End to end fulfillment tasks, such as auto e-mailing of receipts, multiple order arrival options support (e.g. gift wrapping, ship in unmarked box, etc) and real-time FedEx, UPS, and USPS shipping rates were worked into the final solution so Artoozie could begin shipping products the day the site went live.

To announce their unique product line to the online universe and to enhance future SEO strategies, complete support for robust Search Engine crawling was built into the final site solution. Through the site's custom database and suite of content management tools, Artoozie has full domain over all dynamic and static page links, as well complete control over all meta tags, titles, keywords, descriptions, alt-text and headers on each and every product and category in the storefront which allows all pages found within the site to be fully indexed with popular search engines such as Google with no further work required by Artoozie

### Results

Artoozie needed a way to develop a space that is dedicated exclusively to the needs and interests of the young artist. By taking advantage of TribeAgency's full service aspect and expertise, Artoozie was able to launch an e-commerce site that is limited only by their business imagination, not by a software solution, making their creative educational products and accessories available to every little artist across the nation.



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