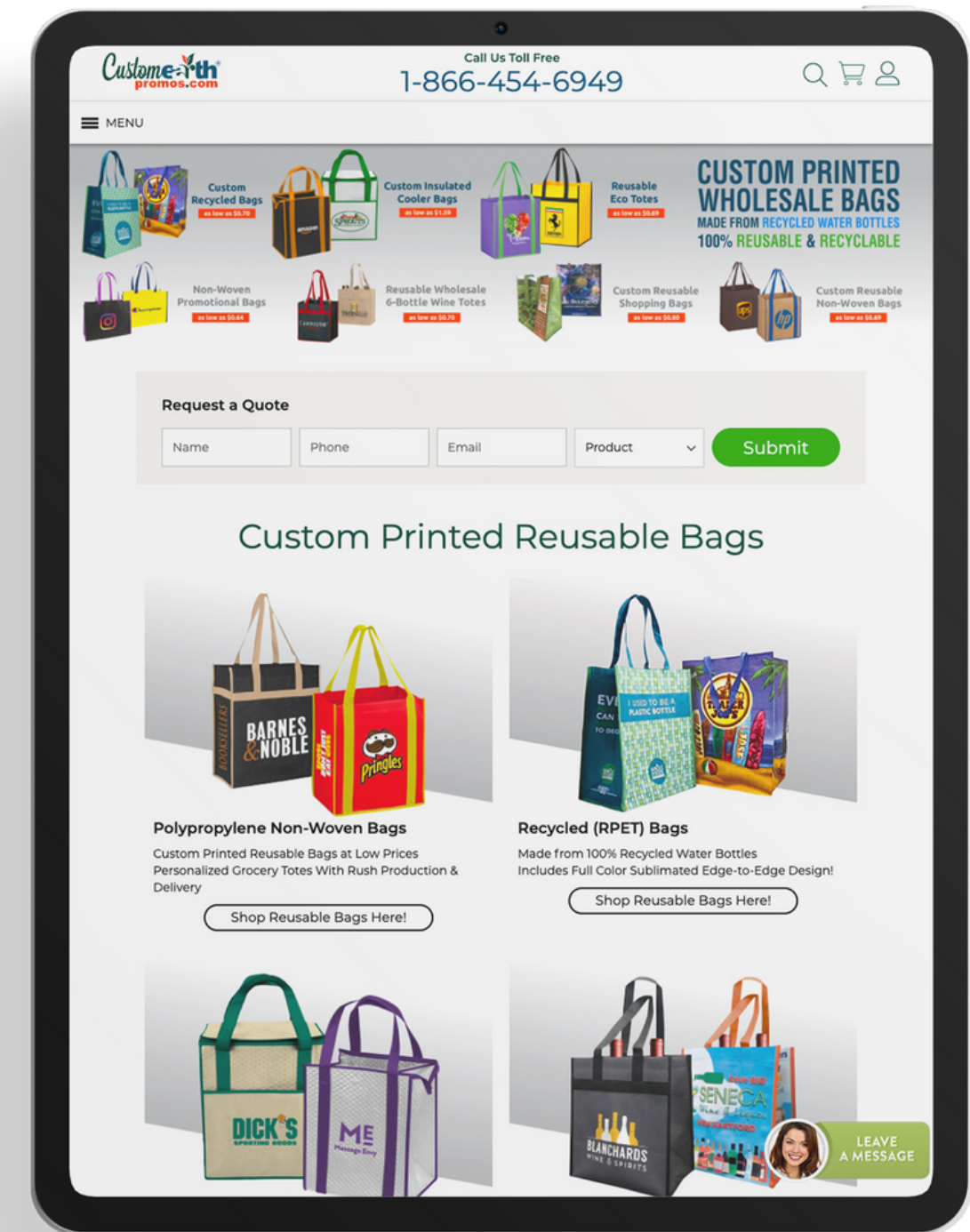


Techies India Inc

# eCommerce Transformation for Custom Earth Promos

How Techies India Inc. simplified eCommerce for one of the largest player in Eco friendly category to grow by **131.59% in revenue**



# Client Testimonial

“ I love working with Team Techies. It’s such a big difference from past companies working with a limited amount of knowledge around eCommerce. Techies has a lot of expertise in different areas of eCommerce which has helped our company work its way up both organically & inorganically . ”



**Cory Epstein**  
CEO - Custom Earth Promos

# Results

**47.31%**

**Increase in Request a Quote**

**131.59%**

**Increase in Revenue**

**42.14%**

**Increase in Conversion Rate**


## Background

Custom Earth Promo (CEP) is one of the largest suppliers of promotional grocery bags in the eco-friendly category. Millions of transactions including custom designing, manufacturing & printing of promotional eco-friendly products. Disappointed with many agencies who couldn't deliver an eCommerce experience, Integrations including multi-warehouse, multi-vendor, and customised shipping looked super complex, CEP came to us via a client recommendation.

## Challenge

A number of development companies failed on delivering a complex set of integrations including onsite designing for corporates & enterprise clients, Multi-warehouses, multi vendors, multi shipping without risking the legacy system. During the audit, Techies found poor UI/UX, unstructured code, under-utilised content pages. Struggling TTFB, drowning conversion rate.

# Our Three Major Goals



**Simplify complex  
integrations for B2B  
ordering**



**Increase sample order  
requests**



**Improve conversion  
rate**

# Focus on Key Purchase matrix

1

Simplified online purchases by integrating "Buy Sample" and "Buy Now" features for bulk orders

2

A shipping module that integrates multiple warehouses for assigning orders to the closest location

3

A tier pricing module prompting users to buy in bulk, leading to increased sales

4

A shipping calculator module for customers to know the exact shipping cost

# Optimisation is the Key

1

Eliminate manual entry via the UPS API to reduce complexity and provide tracking details

2

Fix unstructured code to achieve optimization rank and decreased bounce rate

3

Blog page for content optimization, driving more traffic, creating value, and generating leads

4

Redo UI/UX of the website for enhanced performance in a more intuitive user interface

# Improved Page Loading Speed for Desktop

50



85



# Improved Page Loading Speed for Mobile

30



60

# Meet the Team



**Vikas Sansoa**

Lead eCom Developer



**Tarun Singh**

eCom Solution  
Specialist



**Aman Kaur**

Lead Quality  
Assurance

# About Techies

You deserve *more* from your digital team.

Techies elevates your digital presence and productivity for more profit.

We provide: High quality. Quick action. Consistent follow-through.

We value: Transparency. Honesty. Trust.

We don't stop at development. *We are growth catalysts.*

Good enough isn't good enough. Excellence is our standard.

We help you define your vision, exceed your goals, and capitalize on your momentum.

From custom eCommerce development to exponential ROAS,  
we deliver results that excite.

Every time.

# Contact Us



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