
ECOMMERCE PROJECTS BY SALMON

High impact solutions for world-leading brands

Salmon works with the world's leading brands to define, deliver and drive outstanding ecommerce experiences.

We work closely with Retail, CPG, FMCG, B2B and financial services organisations, applying innovative digital technologies and insight to support multichannel platforms that drive €7.4bn in annual revenue. And because we are platform agnostic, clients get the best ecommerce solution without compromise.

We have successfully delivered hundreds of ecommerce programmes since our inception in 1989. This brochure presents some recent examples.



Salmon
SHAPING FUTURE COMMERCE



The UK's largest general merchandise retailer and second most visited retail site.

Challenge: Make Argos' 12,000-product catalogue as visible and accessible as possible from the home page.

Solution: A cutting-edge website programme to help drive Argos' multichannel business.

Outcome: Helped increase multichannel sales penetration by 26% of total sales in 10 years, with internet sales accounting for 44% of sales (up from 2% 10 years earlier).

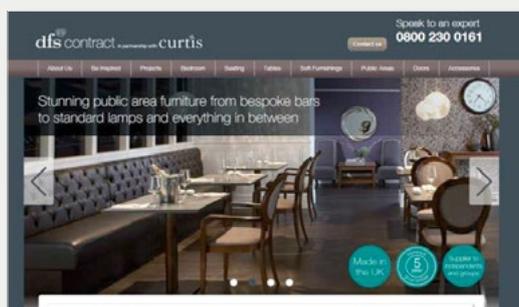


Audi is one of the UK's leading premium automotive brands and aiming to become the overall number one premium car brand.

Challenge: A new partnership, with Salmon taking on the role of Audi UK's strategic digital and web partner.

Solution: Collaboration with Audi to develop and implement new digital strategies, with the focus on website management; creating digital marketing solutions across a variety of platforms including the hugely successful audi.co.uk website.

Outcome: We are providing Audi's customers an outstanding online experience via a website attracting over one million unique visitors per month.

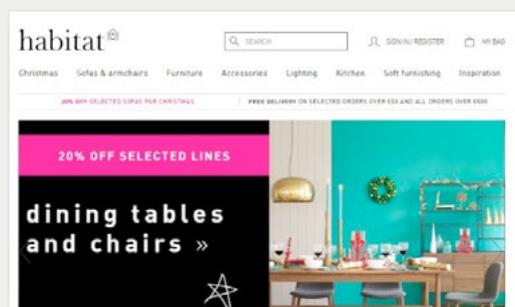


DFS have been making furniture for 45 years and are the nation's sofa experts with over 100 stores in the UK.

Challenge: Support a multi-million pound investment in digital transformation putting the customer at the heart of the business.

Solution: Defining and delivery of a new multichannel platform, launching new B2C and B2B websites: optimising for tablet first, then desktop and mobile.

Outcome: We have increase traffic by 65%, and grow online unique visitors by 36%, supporting excellent trading results. And we continue to collaborate closely to keep DFS ahead of the competition.



Since 1964 Habitat has made outstanding design accessible to all with its inventive and affordable products.

Challenge: To upgrade to a more flexible, sustainable platform that supports multichannel growth and enables an inspirational brand experience.

Solution: Salmon worked with Habitat to introduce a new ecommerce platform, to allow the brand to evolve its online customer experience. The new responsive site has been built on Magento Enterprise Edition with a mobile audience in mind.

Outcome: The new site has delivered a strong conversion uplift and significantly increased revenues, with very positive feedback from customers on their online experience.

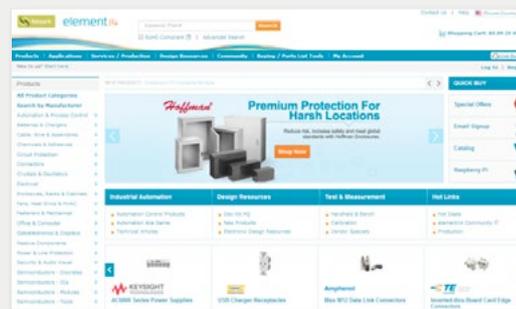


The UK's largest retailer of car maintenance, cycling and touring products with over 460 retail stores.

Challenge: Enhance the online customer experience and create a digital platform to drive growth online and to its retail stores.

Solution: Salmon implemented new redesigns across halfords.com and .ie plus mobile and tablet optimised sites. We launched a major product range extension programme and overhaul of the website structure and the re-platform of the Autocentre online business.

Outcome: Via an enhanced experience, more customers are using the site as part of their purchase journey, with a 15% uplift in customer conversion and a significant rise in the satisfaction score for click-and-collect.



Premier Farnell is a distributor of technology products and solutions for electronic system design, maintenance and repair.

Challenge: A new global web platform serving Europe, the Americas and Asia Pacific.

Solution: A 2-year development and rollout programme with collaboration on design and customer experience, analysis, end-to-end architecture including front-end, middle-tier and back-end integration.

Outcome: Facilitated seamless global operations with a B2B ecommerce re-platform, with Salmon adding "huge value throughout the programme, working well to overcome significant challenges and deliver a fantastic end result". In-so-doing, we created the world's biggest B2B platform.



Sainsbury's is the UK's 2nd largest supermarket chain and operates over 1,200 stores.

Challenge: An online grocery commerce re-platform with the capacity to double annual sales.

Solution: Salmon implemented a new platform (migrating 8m accounts and 12m orders) that provides customers with a truly connected experience, with data shared across channels whether from in-store, online or mobile.

Outcome: A faster and more efficient shopping experience for customers, with exciting developments on the horizon. For Sainsbury's it offers the capacity to double its £1bn annual sales online. Measured by annual sales, it's the world's largest online grocery commerce re-platform.



Selfridges is the only store to be named the Best Department Store in the World three times. It's a shopping experience that continues to amaze customers.

Challenge: To help Selfridges in its five-year plan to "future-proof" its multichannel offering.

Solution: A major website overhaul including a myriad of new options such as quick views, wish-list functionalities and a new search service as well as cleaner design across the site, international delivery and click & collect integration.

Outcome: Salmon is helping Selfridges attract 1 million online visits a week and double its sales year-on-year through selfridges.com.

ABOUT SALMON

Salmon is a global digital commerce consultancy that defines and delivers market-changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, Amsterdam, New Delhi, Beijing and Melbourne, Salmon clients include Argos, Asian Paints, Audi UK, DFS, Halfords, Jumbo, LloydsPharmacy, Premier Farnell, Sainsbury's, Selfridges and Sligro Food Group.

**For more information,
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