

Case Study: Shopify Integration



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About Jonathan Adler

Potter, designer and author Jonathan Adler launched his namesake brand after leaving his day job to pursue his first love: pottery. In 1993, Barneys bought his collection of pots, and five years later, he opened his first store in Soho. Jonathan's desire to design all the bits one needs to create a flawlessly chic home led to more and more. Today, we are a design company with retail locations worldwide, a thriving e-commerce site, a full slate of residential and commercial projects, and a wholesale business boasting over 1,000 locations globally.

Overview

Jonathan Adler was no stranger to working with several technology companies to help manage their digital marketing programs. They quickly realized the need to consolidate to reduce the integration issues that often occur with multiple vendor relationships.

They were seeking an inclusive platform that would help them to drive incremental revenue and save time and resources through automation, easier access to data and segmentation and an intuitive interface.

Ultimately, they needed a strategic partner to help optimize and grow their digital campaigns and one who has established integrations with their current technology stack.

Results

A unified, solutions platform with a solid Shopify integration made Listrak the perfect choice and met every requirement for Jonathan Adler.

The ability to harness the power of their customer data within Listrak's advanced CRM will provide insights to further drive incremental revenue above the already exceptional 62x ROI.

 LISTRAK

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 shopifyplus

An easy and robust integration

- 15 minute, fast and easy integration
- API connection for constant product, customer, and order updates
- Tracks customer conversion metrics, browse activity and cart activity
- Collects email subscriptions for triggered campaigns
- Transactional Message API for sending order and shipping confirmations through Listrak.
- Automatic Coupon Generation through the API
- Developed and maintained in-house, by Listrak developers

62x

ROI Since Launch