

# Timberland®



E-COMMERCE REPLATFORM &  
EMAIL MARKETING

Welcome to Timberland South Africa. Free Delivery & Returns Nationwide



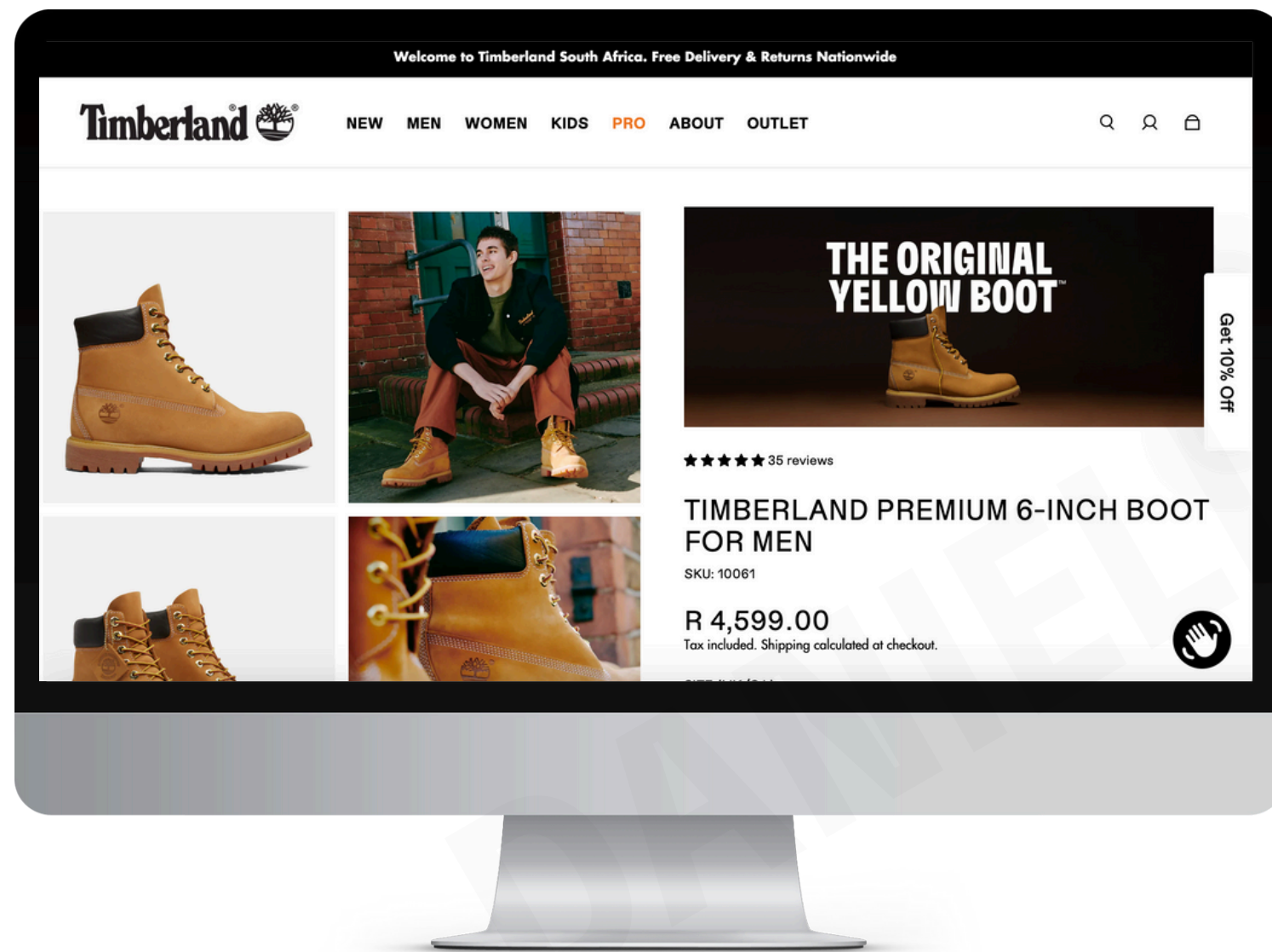
[NEW](#) [MEN](#) [WOMEN](#) [KIDS](#) **[PRO](#)** [ABOUT](#) [OUTLET](#)



# BACKGROUND

- Outdated systems hindered efficiency and productivity.
- Reporting and tracking issues impeded proper analysis and decision-making.
- Slow website performance led to poor user experience.
- Heavy reliance on developers caused delays in updates and improvements.
- Clunky and slow website interface frustrated users.
- Non-user-friendly backend made management cumbersome.
- Integration difficulties with external platforms like Google Shopping, marketing tools, email marketing, and social media platforms.

# OBJECTIVES



- Full e-commerce migration from Magento 2 to Shopify Plus.
- Achieve seamless customer experience.
- Implement user-friendly back-end system for easier navigation.
- Reduce dependence on developers and outsourcing to achieve simpler tasks.
- Enable business scalability.
- Integrate with POS in-store systems for omnichannel experience.
- Improve website speed and enhance UI/UX.
- Integrate with reporting software and marketing tools like Google Shopping, email marketing, and social media.



# IMPLEMENTATION

## Timeline:

- Completed within a 3-month timeframe.

## Data Cleanup and SEO Enhancement:

- Refined online product data, prioritizing SEO and image responsiveness.
- Rewrote store content for clarity and relevance.

## Shopify Store Transition:

- Uploaded products seamlessly, maintaining consistency.

## Integrations:

- Integrated Google Analytics , Google Shopping, Klaviyo, Instagram, and Facebook.

Implemented new reporting software for data analysis.

## Launch:

- Successfully launched the revamped website, aligning with user expectations and business objectives.





# EMAIL MARKETING

Integrating Klaviyo and Implementing Email Flows:

Data Migration from Mailchimp and Segmentation:

Migrated customer data and segmented the audience based on demographics, purchase history, and engagement levels.

Created Email Flows:

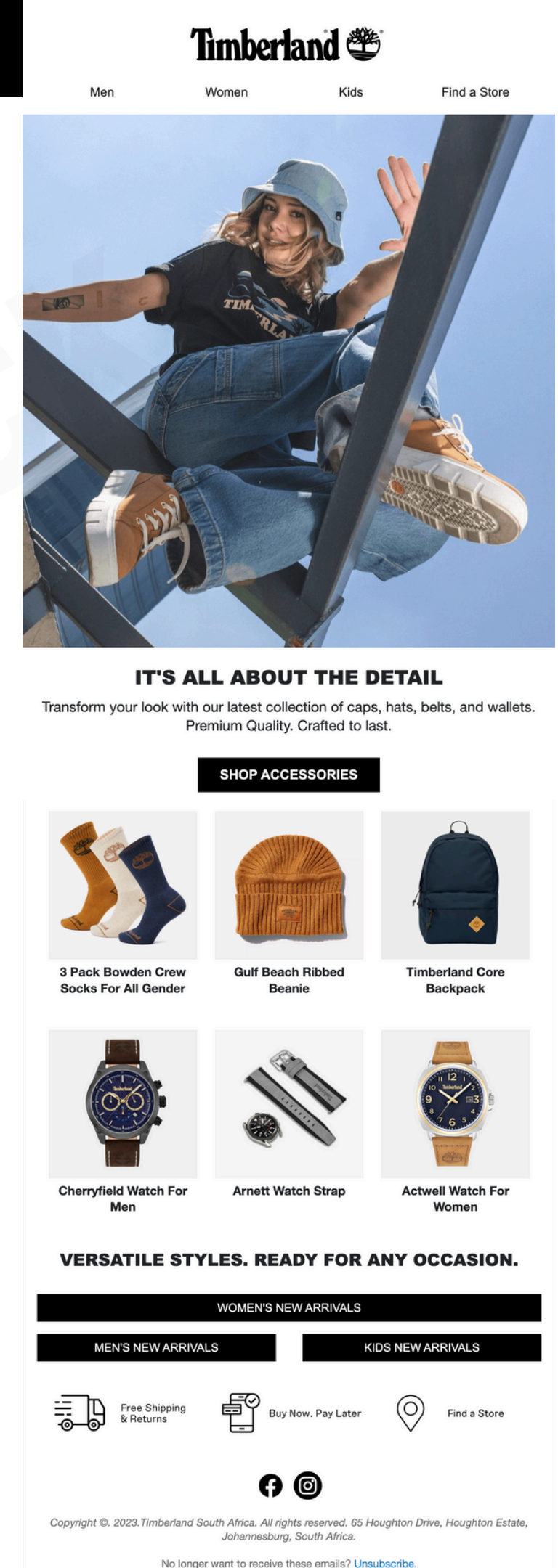
Nurturing Leads

Increasing Engagement

Driving Conversions

Personalisation and Optimisation:

Incorporated personalised elements and continuously optimised email content and timing based on performance metrics.




# COLLECTION PAGES

- Seamless Menu Navigation
- Product focused collection pages with filters
- Collection Banner and copy
- Product Badges (New, Sale, Back in Stock)
- Quick View Option on Products
- Streamlined Design

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Get 10% Off

IF YOUR MIND CAN GO THERE, THE BOOT CAN TAKE YOU THERE.  
**THE MOTION RANGE**

Let the motion range be your catalyst for a bigger purpose. With comfort that takes you further than you've been before, breathability that allows your mind to wonder, and waterproofing that covers discovery without limits.


[FILTER](#) [SORT BY](#)

**NEW!**



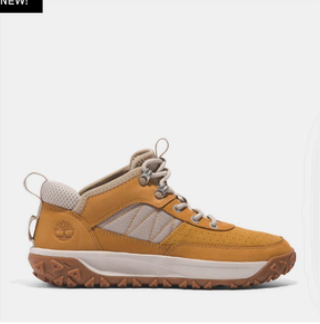
**MOTION SCRAMBLE WATERPROOF BOOT FOR MEN**  
R 3,999.00

**NEW!**



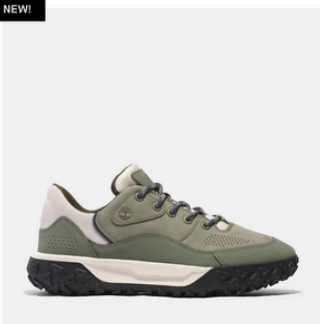
**JENNESS WATERPROOF PACKABLE JACKET FOR WOMEN**  
R 5,899.00

**NEW!**




**GREENSTRIDE™ MOTION 6 LACE-UP LOW HIKING BOOT FOR WOMEN**  
R 3,599.00

**NEW!**



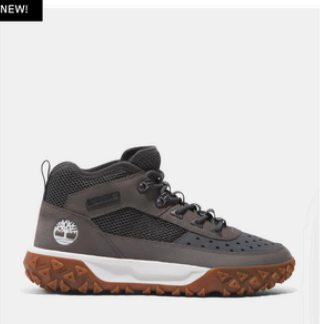
**GREENSTRIDE™ MOTION 6 HIKER FOR MEN**  
R 3,299.00

**NEW!**




**BENTON WATER RESISTANT JACKET FOR MEN**  
R 4,899.00

**NEW!**



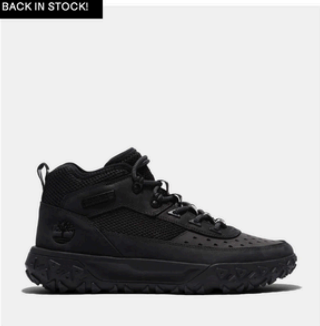
**GREENSTRIDE™ MOTION 6 WATERPROOF HIKING BOOT FOR MEN**  
R 3,599.00

**BACK IN STOCK!**



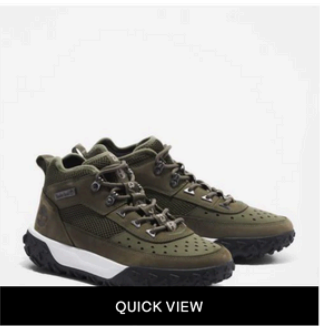
**SPRINT TREKKER SUPER OXFORD TRAINER FOR MEN**  
R 2,799.00

**BACK IN STOCK!**



**GREENSTRIDE MOTION 6 SNEAKER BOOT FOR MEN**  
R 3,599.00

**BACK IN STOCK!**



**GREENSTRIDE MOTION 6 BOOT FOR MEN**  
R 3,599.00

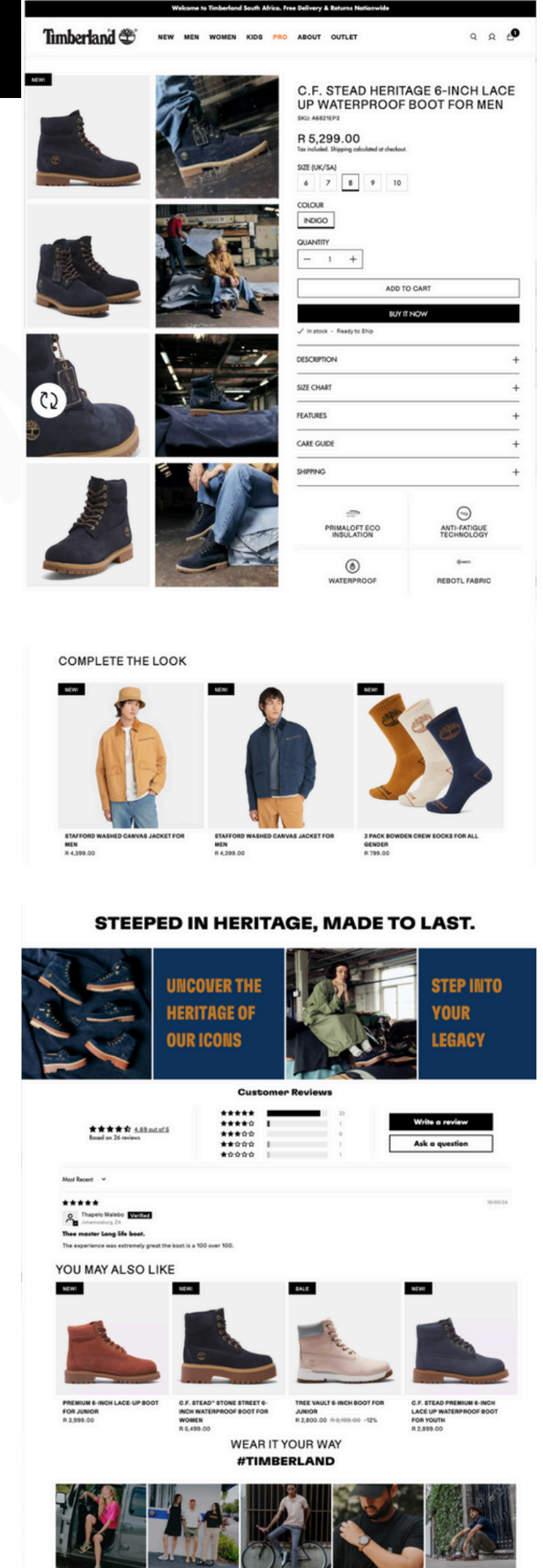
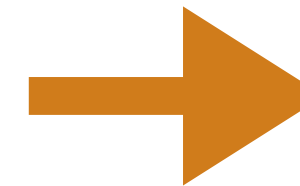
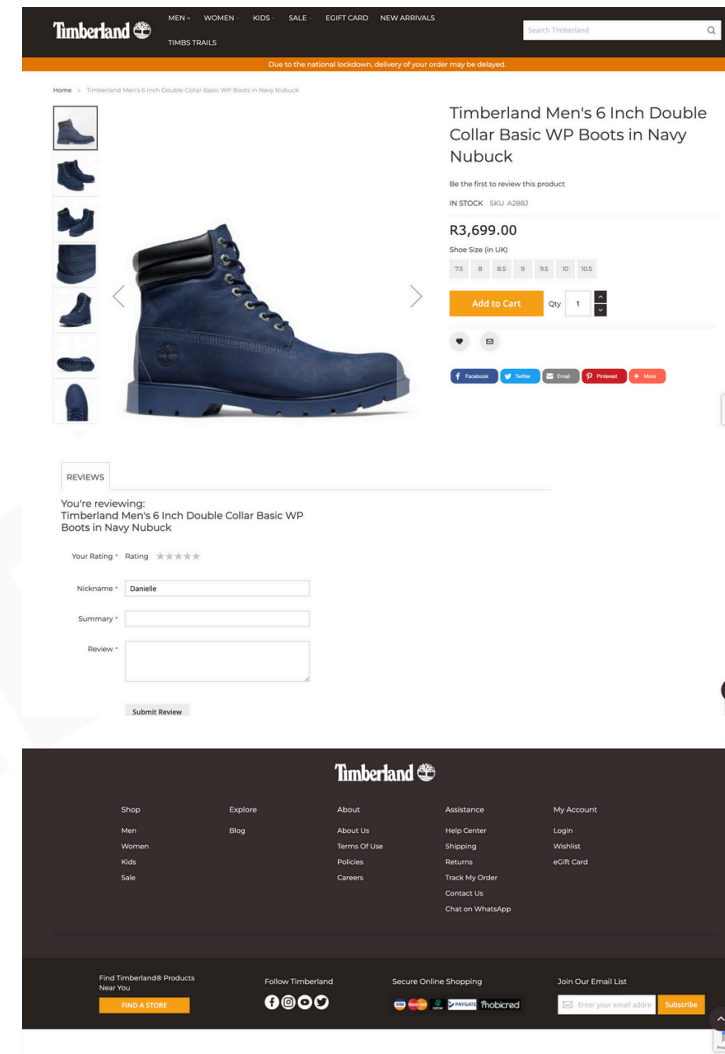
[QUICK VIEW](#)



# PRODUCT PAGES

Created Interactive Product Pages

- Bold imagery
- Focus on UX
- Product features
- Upsells & Cross Sells
- Product/ Campaign story
- Reviews accompanied by email flow
- Suggested products
- UCG content

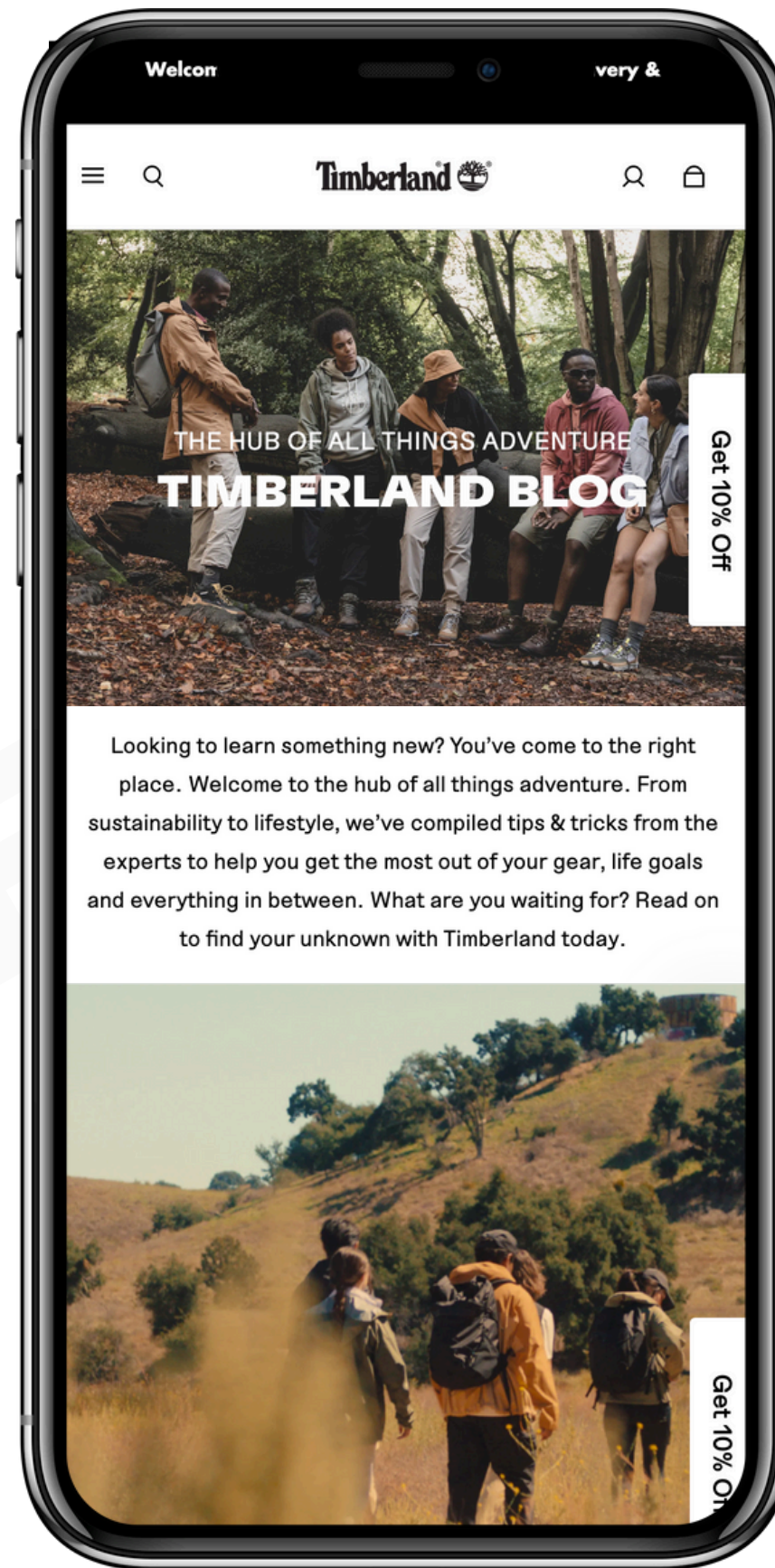




# BLOG & CONTENT

Blog Introduction Featuring SEO Optimised Content:

- Campaigns
- User Generated Content
- How to guides



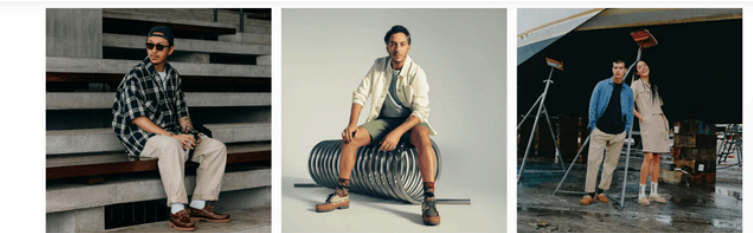
## BUILT FOR YOU, BUILT TO LAST

When you purchase a pair of Timberland boat shoes, you're buying a pair of shoes that are built to last. If you're always on the move and want a shoe that moves with you and builds in comfort as you wear it, a boat shoe is the perfect option. Our top-rated EVA footbed cushions engineered specifically to absorb shock and withstand extensive daily use. A leather lining provides added comfort and the rubber sole offers great traction and durability. Your boat shoes are also designed to improve with age, moulding to your feet as you wear them in. This is due to the traditional, hand-sewn construction of the Timberland boat shoe which increases the durability of the shoe. Ensure your boat shoes last with premium [product care](#) and [laces](#), made by Timberland, for Timberlands.



## MORE THAN A SHOE, IT'S A LIFESTYLE

A true testament to the importance of timeless, expert craftsmanship, the Timberland boat shoe offers a truly timeless silhouette. Timberland boat shoes represent 45 years of expert artistry that combines the premium leather and quality hand-stitching that Timberland is known for with a rugged boot lug outsole for better grip, successfully combining two icons. Just like you, our new range of boat shoes are #BuiltForTheBold and ready to take on the world. Four decades of innovation has led to the development of these classic 3-Eye Lug boat shoes that are for more than just boating. Easily taking you from work to walking and on to dinner and drinks, this is a shoe that is a true all-rounder.



## NAIL THE LOOK

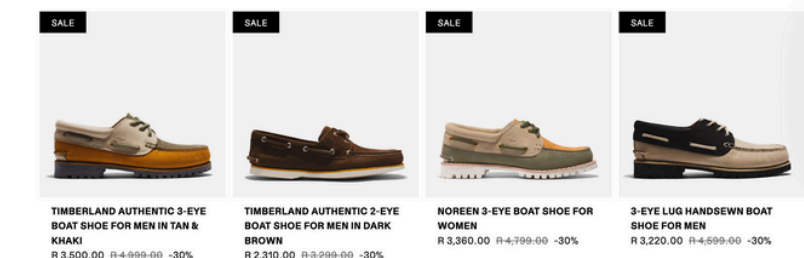
The best way to nail that super relaxed, nautical look is to opt for high quality fabrics such as cotton and linen in more classic, neutral and subdued colours. Rolling the hems of your pants to show off your ankle will add to that laid back look. Wear them with secret socks or without socks for effortless style.



## GENERATION BOAT SHOP THE LOOK

[SHOP BOAT SHOE LOOKS](#)

## GENERATION BOAT EXPLORE THE COLLECTION





# E-COMMERCE ANALYTICS

40%

Shipping costs decreased with the adoption of new technology and courier partners, and order packing time significantly reduced alongside improved logistics.

30%

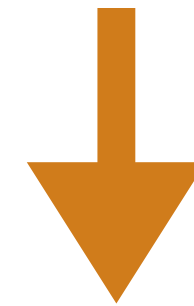
Sales experienced a 30% growth in the first 10 months following the re-platforming and launch, compared to the preceding time frame.

6%

A growth of 6.35% was observed in the conversion rate for completed checkouts.

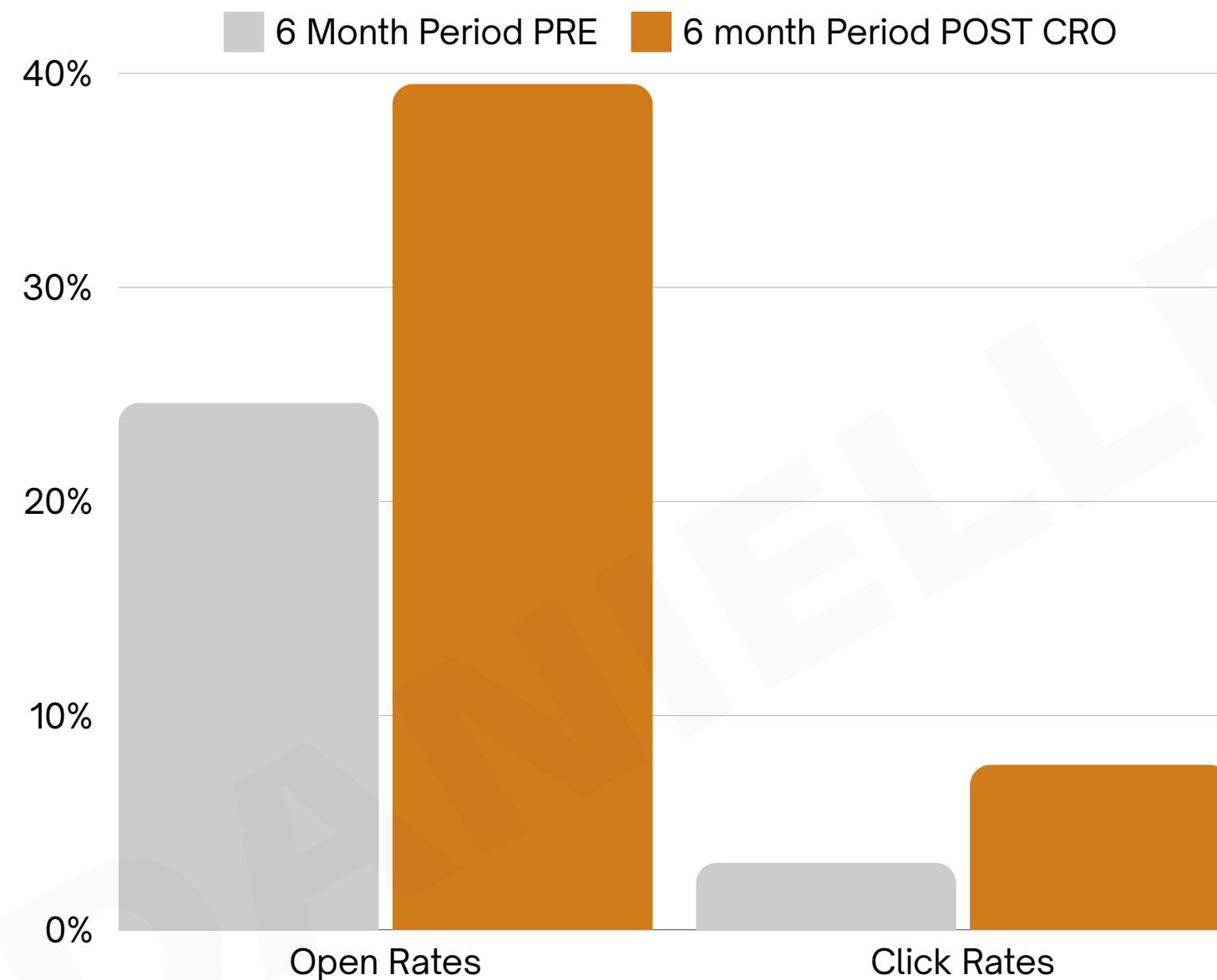
## Largest Contentful Paint

5.76 sec



2.5 sec

# EMAIL ANALYTICS



63%

EMAIL LIST GROWTH

34%

ATTRIBUTED REVENUE

## Flow Data







# THANK YOU

Danielle Frylinck  
For internal Use Only

DANIELLE FRYLINCK