

Ecommerce Migration

OpenCart to Shopify

Background:

Zojila is an Indiana/US based design studio and housewares brand. Their mission is to create products that are functionally efficient, aesthetically pleasing, affordable, and lasts longer.

Solutions:

In the solutioning part, we used a third-party tool, Lit extension to transfer the whole data from OpenCart to Shopify. Affiliate Marketing was another tool that we used to add the referral points and affiliates. As stated earlier, we incorporated Social media handles to reach out to the larger audience. In addition to that, image zooming was added using Magic zoom plus to detail the offered products. Collective email forwarding using G Suite helped in redirecting all emails received in multiple addresses of a single owner to a master email address. Other third-party tools like Terms and conditions, Product reviews by Shopify for adding ratings were also employed.

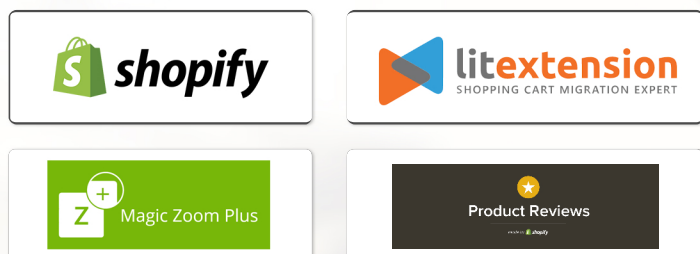
Problem Statement:

The customer initially had an online home product shopping site that they wanted to expand targeting a larger buyer-base. They identified Shopify for migrating the whole data from the existing OpenCart, wherein Travancore Analytics was entrusted with the development. The client also required us to incorporate social media handles, image zooming, collective mail forwarding and addition of referral points as part of the development work.

Benefits

- Delivery was totally automated using Shopify.
- Incorporating popular Social media handles helped the client reach out to a larger buyer population.
- Buyers could add their comments and reviews so that the end customers have an in-depth understanding of the user experience aiding them with informed decision making.
- Collective email forwarding made it possible to connect with the customers easily.

Tech Stacks and third-party tools



Link to the Website

<https://www.zojila.com/>