LALO CASE STUDY

Shopify *collective*

Lalo increases average order value (AOV) by 16% with Shopify Collective

Established in 2019, Lalo makes high-quality furniture and accessories for babies and toddlers.

Challenge

Lalo had always sold other stores' products on their site, however they were forced to use complicated, time-consuming hacks for daily tasks. They needed to simplify and automate their processes so they could easily add partner brands to their product assortment.

Until Shopify Collective, there was no single tool that could automatically import and sync new products to Lalo's site, track orders and inventory, and manage shipping and fulfillment.

> "We had to hack together ways to patch orders, track accounting, import products, and complete product onboarding. Every step needed a process."

Michael Wieder, Lalo
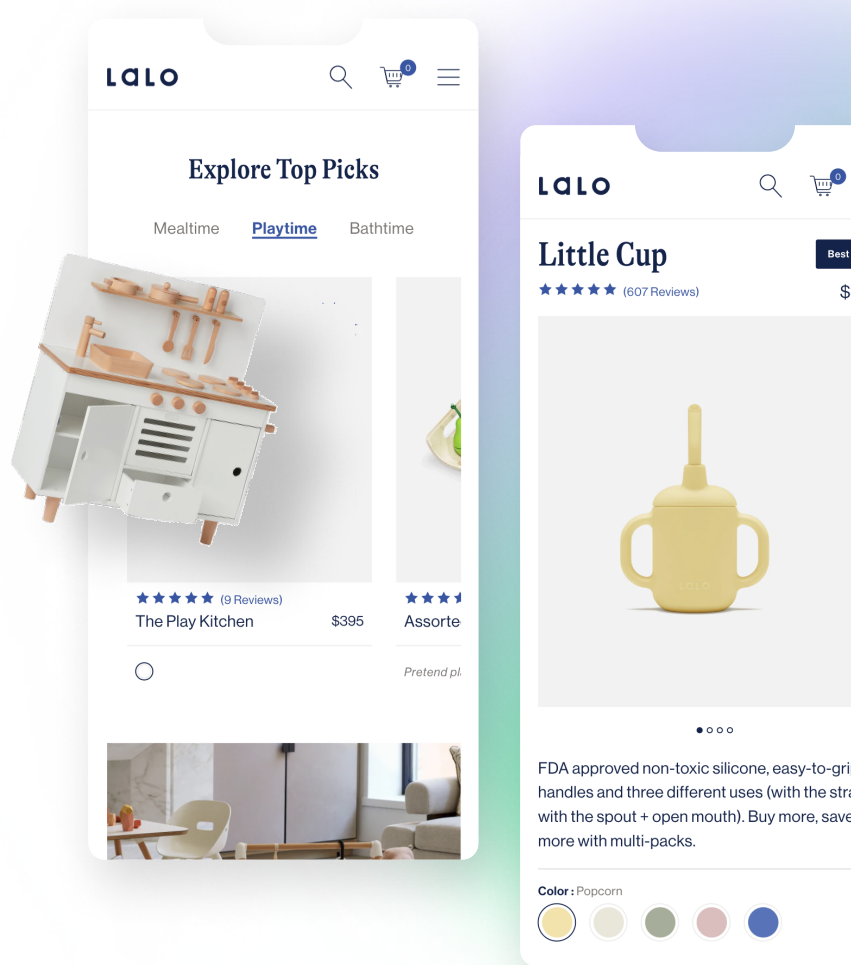
⬇ **Discover the solution and results**

16%↑

16% increased AOV when the orders include Collective products

$0 additional customer acquisition costs

Solution

When Lalo joined Collective, they invited PlanToys, another business on Shopify, to connect.

They had already been partnering with PlanToys, but connecting through Shopify Collective made it faster and easier to share products and price lists seamlessly through their Shopify admin. All Lalo had to do was import and activate them. Within minutes, Lalo's customers could purchase PlanToys on Lalo's site.

> "Collective offers seamless syncing of other stores' products. Connecting within the Shopify ecosystem was seamless, because the other stores are on Shopify, too."

Results

> "Shopify Collective offers an easy, low-risk way to generate additional revenue while adding more value to your customers, and removing operational risk. It's the ultimate win-win!"

Lalo uses Collective to connect with partners they already worked with. The integration was seamless, and they could get set up in minutes.

Lalo's average order value (AOV) increased by 16% when the order included Collective products, with no additional customer acquisition costs (CAC).