



RESULTS CASE STUDY

RESULTS

Average order value

\$65.16

48% of Sales from Mobile

Source: Shopify Analytics

RESULTS

Online store conversion rate

5.96%

CONVERSION FUNNEL

Added to cart 16 sessions	6.81%	↑ 152%
Reached checkout 19 sessions	8.09%	-
Sessions converted 14 sessions	5.96%	-

Source: Shopify Analytics

CHALLENGE

- Create a Website to Sell Merchandise
- Capture Brand Identity
- Create Emotive Experience to optimize donations and purchases
- Build Responsive Mobile Site

TACTICS

- Create compelling content to increase conversions
- Create brand experience with emotive storytelling & rewards
- Set Up On-Demand Printing Service
- Create Products

TESTIMONIALS

“We were so pleased with the website. It captures our rescue’s mission and generates great sales”

Bob Bryant CEO-MissionK9Rescue

BRANDING & CONTENT COMPLEMENTS PRIMARY WEBSITE

MissionK9Gear – New Site



HOME SHOP - ABOUT US - DONATE



SUPPORT OUR WORKING DOG HEROES

Your purchase today supports our mission to Rescue, Reunite, Rehabilitate, or Rehome any Working Dog has served mankind in some capacity.

SHOP NOW

Create Emotive Copy that Rewards Customers for Helping the Charity



HOW IT WORKS

Buy a Product - Help a Working Dog



SUPPORT

Your Purchase Keeps Our Program Working



AWARD WINNING CHARITY

PETCO FOUNDATION "Helping Heroes" Award Winner

OUR MISSION

To Rescue, Reunite, Re-Home, Rehabilitate and Repair any retired working dog that has served mankind

Learn More About Mission K9 Rescue

MissionK9 Rescue - Primary

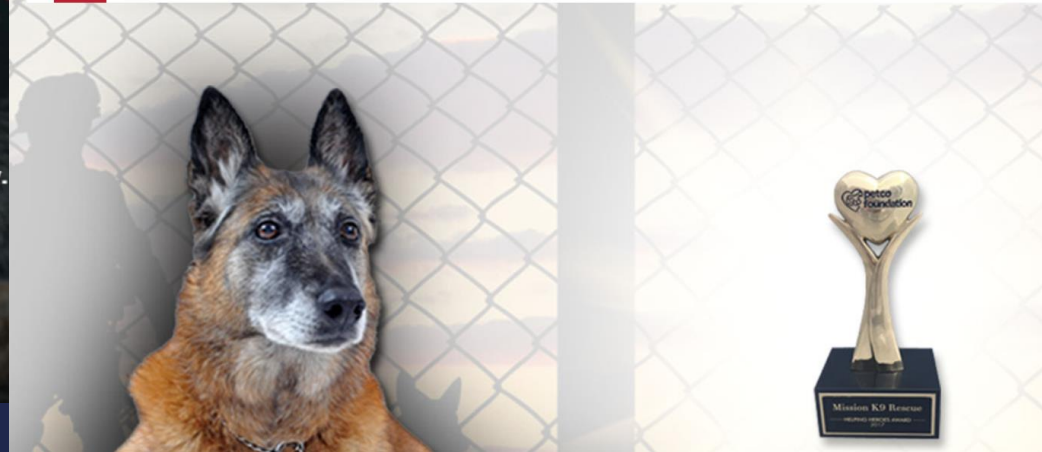


WELCOME TO MISSION K9 RESCUE



MAKE A DONATION

HOME OUR MISSION ADOPT SPONSORS MK9 SHOP MK9 BLOG CONTACT US MWD - CWD FACTS



LEARN ABOUT OUR MISSION

ABOUT US

We are based in Houston, Texas and have satellite offices in San Antonio and Los Angeles. From these locations we provide assistance and support for Working Dogs worldwide. Our organization's purpose for existence is to serve retiring and retired Military Working Dogs, Contract Working Dogs, and other Dogs who Serve as they may fit into our mission and scope. MissionK9Rescue operates under the laws of the State of Texas.

MAKE A DONATION



CREATED PRODUCTS, GRAPHICS & MERCHANDISING STRATEGY TO APPEAL TO THEIR TARGET MARKET



Men's Clothing



Women's Clothing



Youth / Toddler



Accessories

Accessories



Mission K9 Rescue Visor
\$23.50



Mission K9 Rescue Cap
\$26.50



Mission K9 Rescue Embroid...
\$19.50



Mission K9 Rescue Socks
\$14.00

Men's Clothing



Mission K9 Rescue Unisex H...
\$54.00



Mission K9 Rescue Men's Lo...
\$47.50



Mission K9 Rescue Unisex Zi...
\$44.50



Mission K9 Rescue Cap
\$26.50

Average order value

\$65.16

CONVERSION RATE- 5.6%



GoldStandardeBiz built store for our non-profit's branded merchandise, It's performing above our expectations.

Her team matched the look and feel of our website extremely well.

Karen has exceptional credentials in that she has been active in ecommerce for many years and has direct, successful experience in the field. She has an excellent skill set and that was evident with the fast build out of our store.

- Bob Bryant - CEO - MissionK9Rescue