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Get Started

LAUNCHING A SUCCESSFUL E-COMMERCE WEBSITE WITH AUTOMATED SYSTEMS

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CASE STUDY

OVERVIEW

Our client recently launched a new e-commerce website with a subscription system and automated payment processing. We also implemented an automated chat and email customer service system and synchronized various tools, including Stripe, Mautic, Jitsu, and Google Tag Manager.

OBJECTIVE

The goal of the website launch was to generate significant revenue in the first few months of operation.

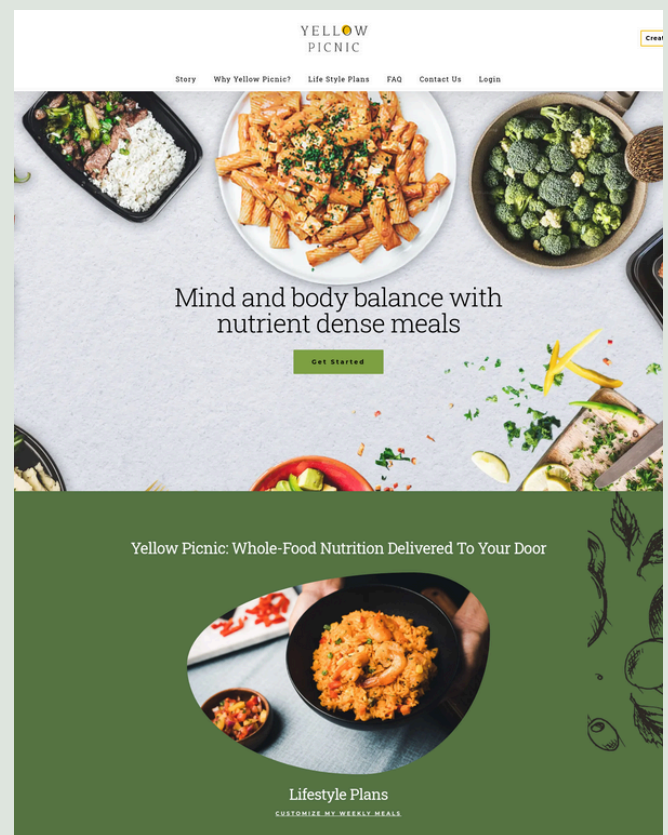


IMPLEMENTATION

STRATEGY

To launch the website, we worked with our development team to design and build the site, including the subscription system and automated payment processing. We also implemented an automated chat and email customer service system to help streamline communication with our customers.

To improve the performance of the website, we synchronized various tools, including Stripe, Mautic, Jitsu, and Google Tag Manager. This allowed us to track user activity and gather valuable data about the effectiveness of our marketing efforts. We also implemented Google Tag Manager server side, which allowed us to more accurately track user activity and create more targeted and relevant audiences for our Facebook and Google advertising campaigns.



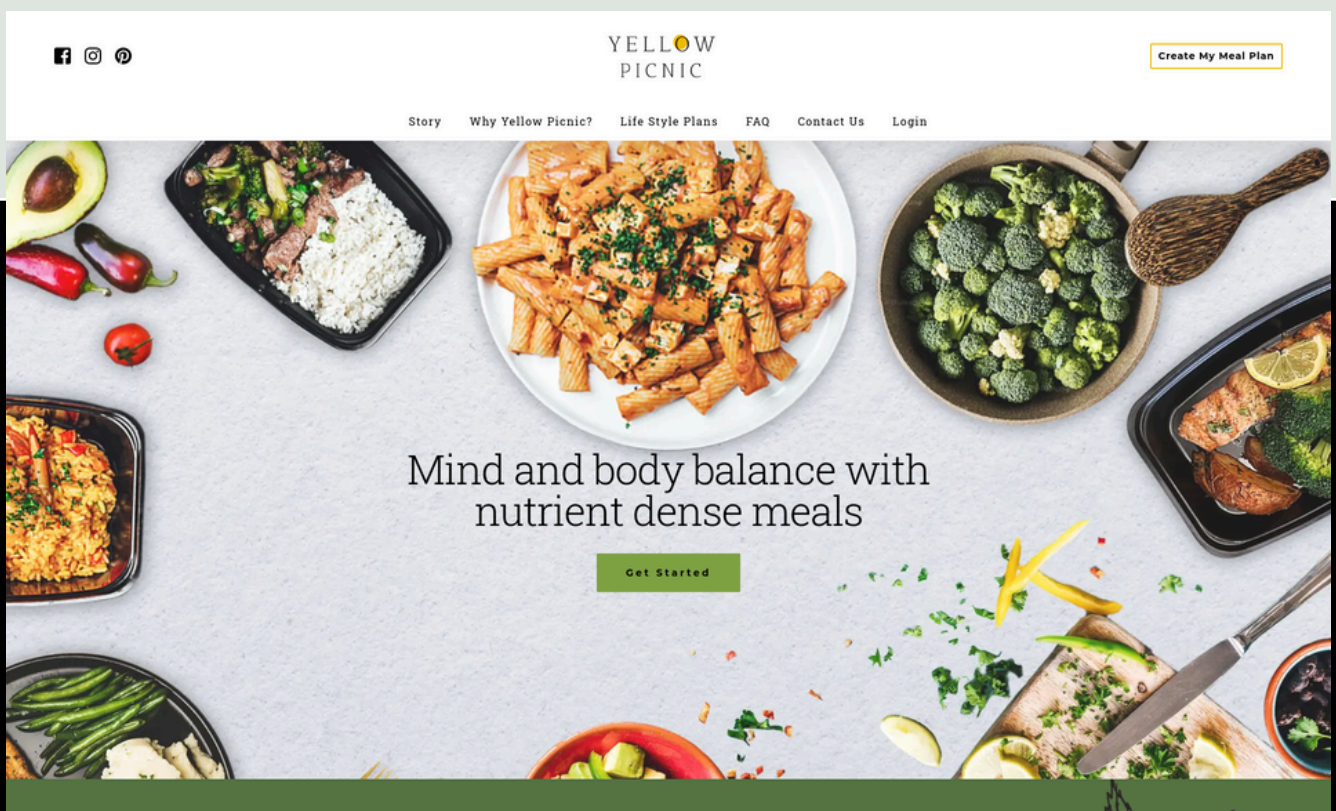
RESULTS

The website launch was a success, with the company generating over \$15,000 in revenue in the first four months of operation. The automated systems helped to streamline operations and improve the customer experience, while the use of various tools and Google Tag Manager server side helped us to track user activity and create more targeted and relevant audiences for our advertising campaigns.



CONCLUSION

Overall, the launch of the e-commerce website was a major success for our company. By implementing automated systems and synchronizing various tools, we were able to streamline operations, improve the customer experience, and drive significant revenue in the first few months of operation. The use of Google Tag Manager server side also helped us to create more targeted and relevant audiences for our advertising campaigns, leading to better results.



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With over 10 years of experience, Lux Marketing is your trusted partner for transforming your campaign with targeted marketing. Contact us today to schedule a call and let's take your next campaign to new heights!