

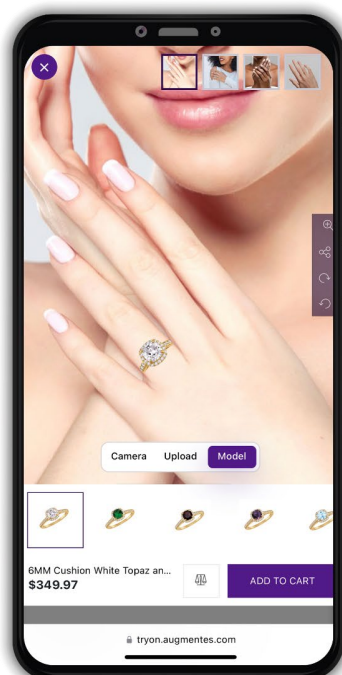
## How Augmentes helped Daniel's Jewelers to retool their online store and accelerate e-commerce sales

Daniel's Jewelers is a luxury jewelry retailer that offers a wide variety of exquisite jewelry creations characterized by classical elegance and renowned for their superior craftsmanship. With over 100+ store locations in several states, Daniel's was looking for a solution to dramatically increase their e-commerce sales and elevate their online shopping experience to match the quality of their product offerings. They chose Augmentes for their ability to deliver a comprehensive e-commerce solution delivered as a service with the added benefit of unique visual experiences with augmented reality.

### Key Challenges

The existing Daniel's e-commerce site was built on outdated technology, did not showcase their products well and performed poorly on mobile devices. Daniel's needed to grow their online business and did not have the in-house resources and expertise needed to create and operate what they needed. They partnered with Augmentes, who deployed their complete SaaS solutions to elevate the overall user experience and boost sales.

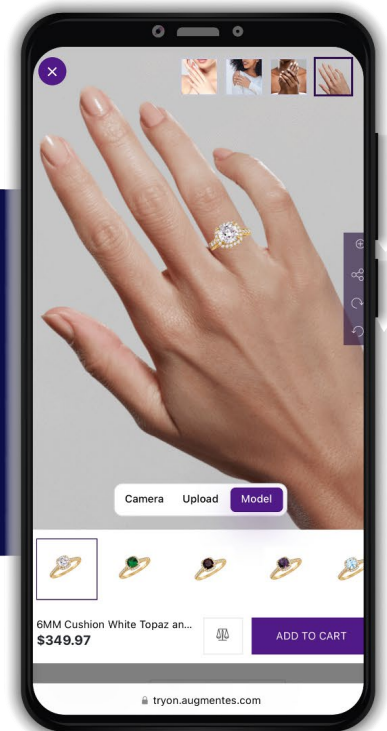
### Quantifiable Results



Increased conversion rates by

**37%**  
(0.71 to 0.97%)

Increased captured revenue by  
**44%**



## Solutions from Augmentes

Augmentes created an omnichannel solution that was seamlessly integrated into the existing ERP. The existing product catalog and inventory was transformed and imported to the new platform along with customization of the storefront to meet the design goals for the Daniel's brand with ease by leveraging the efficiencies created by this integration.

Augmentes also implemented multiple high-end e-commerce features that include intelligent product search, comprehensive product configurator for personalization, and complex product grouping families. This enabled the customers to easily explore the extensive jewelry catalog of over 20,000 items, select an item and visualize it in real time by changing the color, sizes, and shapes, and then add the selected item seamlessly to the cart.

In addition, sale several options for online payment and finance were tightly integrated. This gave the customers the freedom of paying through credit cards, store cards, gift cards, digital wallets, and popular payment companies which contributes to boosting conversions and minimizing abandonment of carts.

## Augmentes introduced Progressive Web App (PWA)

After its first year of operation, the Daniel's site was upgraded to use PWA with a headless architecture that separates the front-end user interface from the Magento back-end for increased performance.

The solution acts like an app without the need to download an app. The result is a dramatically improved customer experience with the benefit of higher functionality, increased security protection and a frictionless, personalized customer experience across all devices.

“

Almost immediately, we experienced dramatic growth in our online sales that have only continued to grow...

says David Sherwood, CEO of Daniel's Jewelers

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Augmentes also provided multiple secure online payment options that give buyers choices from multiple credit providers and decrease buying friction that leads to greater conversions and decreased cart abandonment rates. Tight integration with dropship channels allows Daniel's increased efficiency to connect with worldwide suppliers and enhance real-time inventory management.

## Outcome

Since the implementation of the Augmentes e-commerce solutions, the online shopping experience has dramatically improved with results that speak for themselves. Online sales for Daniel's surged 15X within the first year of the Augmentes upgrade. Year over year growth continued in the second year with conversion rates increasing by 37% and the captured revenue growing by 44% experience for the buyers.

The new functionalities and integrations mean the online store offers the customer an advanced user experience while helping to streamline the operations to unlock new business opportunities.

Augmentes has helped Daniel's bridge the gap between online and in-store shopping while e-commerce & sales have grown over 20X in under three years. The brand has outpaced its competitors with its user-centric approach and offers its customers a seamless online shopping experience. Key to the continued success, Augmentes provides complete managed service for the operations and development of its solution.

## What's Next

Daniel's Jewelers and Augmentes look forward to continuing their partnership and adding new features to deliver an on-brand experience that will engage and convert.