CASE STUDY:
HOW THE REVEAL PROJECT MAXIMIZED FUNDRAISING EFFORTS WITH FOUR51 STOREFRONT

REVEAL PROJECT

FOUR51 STOREFRONT

BiG BUSINESS IMPACT GROUP

» BUSINESS CHALLENGE

Business Impact Group (BIG) is a specialty manufacturer of branded apparel, merchandise, printed materials, fulfillment and kitting services. One of their clients, The Reveal Project, needed a platform to sell their inspired merchandise to raise money for various causes. Celebrities, such as Lee Brice and Avril Lavigne, team up with The Reveal Project to brand apparel with their chosen cause and donate all net proceeds to the associated charity.

BIG had several requirements outlined by The Reveal Project that were need-to-haves when it came to the platform they were going to select:

- B2C-looking site with B2B functionality. The single page site needed to have multiple product and category pages to host all fundraising merchandise.

- Simple guest checkout process that captures account-based information for confirmation and shipping notification emails.

» SOLUTION

BIG used Four51 Storefront to create a solution tailor-made for The Reveal Project. The dynamic product widget allows users to quickly flip between product pages, giving the site a one-page feel with fast response time. Customers on The Reveal Project website can seamlessly transition between different products, celebrities and causes.

BIG modified the checkout process, allowing customers to quickly create an account with the necessary shipping/billing information while also offering the convenience of a guest checkout, that could still send customer confirmation and shipping emails.

Using the Four51 Storefront Batch Upload service, BIG was able to streamline the operational process for daily data intake and manage fulfillment/custom orders using a single generated pick ticket, packing list, and shipping label.

» RESULTS

The benefits from selecting Four51 Storefront have been recognized by both BIG and The Reveal Project. Four51 Storefront has streamlined the fulfillment process and totally eliminated the need for paper pick tickets. BIG no longer needs an account manager to manually push every order to fulfillment and has eliminated two paper forms from their process. These automated processes save almost 50 cents per order, allowing them to pass on the savings to the charities involved.

Overall, BIG has given The Reveal Project an optimized site and seamless user experience - allowing users and admins to maintain focus on their end goal of raising money for inspired causes.

> " The team at Four51 helped us tremendously by finding a handful of self-inflicted bottlenecks we had created. Once those were eliminated through the use of Four51 Storefront, we experienced a much faster site and a smoother user experience. "
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> *David Weisbecker - Director of eCommerce at BIG*

» ABOUT THE REVEAL PROJECT

The Reveal Project sells inspired merchandise that encourages individual expression and reveals what cause or social movement is most important to you.
Learn more at **revealproject.com**.

» ABOUT BUSINESS IMPACT GROUP (BIG)

BIG specializes in providing quality branded apparel, merchandise, printed materials, fulfillment and kitting services. We are proud of both the diverse list of services we provide and the efficiency with which we execute on our deliverables. Our vertical business model ensures that we can effectively support the unique requirements of any organization. Learn more at **impactgroup.us**.

» ABOUT FOUR51 STOREFRONT

Four51 Storefront is built on Four51's 17 years of experience solving complex B2B eCommerce and order management challenges for thousands of customers and millions of users worldwide. As an omni-channel solution, Four51 Storefront supports ordering experiences via any channel: online, direct, retail, distribution, sales and customer service channels.Costs go down. Efficiency goes up. Customers are happy.

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