



Topps

Renowned for its memorabilia and sports cards in the US, The Topps Company, Inc. was founded in 1938. Generations of Americans have grown up collecting Topps trading cards and products. There’s a wide range of sports memorabilia available at Topps.com, including UEFA Champions League, English Premier League, Major League Baseball, Major Soccer Leagues, WWE, Star Wars, Garbage Pail Kids, and more! Topps.com also offers additional memorabilia, including Jerseys, Hats, signed balls, signed bats, etc.

Objective

With multiple category-based products, Topps found it challenging to deliver an adequate category-based menu for their users. Uncategorized products made it difficult for the user to search or find many products, affecting their shopping experience and resulting in lost revenue for the brand. Additionally, the site design was not on par with experiences online consumers have come to expect. The combination of issues negatively impacted users, and resulted in higher bounce rates, decreased conversion rates and lowered customer lifetime value.

The executive team consulted with Rave Digital, defining the following requirements:

- Urgent need to enhance the site structure
- Proper Categorization of products on the webstore
- Improve the customer lifetime and average order value
- Streamline the checkout process to make swift payments
- Securing payment processes
- Develop advanced strategies for customer retention
- Add functionalities to increase customer engagement

INCREASED
CUSTOMER LTV

48%

INCREASED
ADD TO CART BY

31%

INCREASED
CONVERSION RATE BY

17%



Rave Digital was detail-oriented and understood the importance of an easy, user-friendly interface. The team was professional and skilled from day one and offered prompt communication. They also provided a dashboard to track metrics.”

Jess Heckman
Director of eCommerce
Topps Co LLC

Solution

Topps being a premier brand, Rave Digital was tasked with delivering exceptional site performance and user experiences in line with target audiences. The team laid out a strategic implementation plan aimed at advancing the stores overall front and back end performance, including:

Below is a list of solutions that were conducted by our experts:

- Personalization
- Fan/Team Subscription for users to receive updates on their favorite teams' collection
- Custom Cards for users to design customized Topps cards
- Loyalty Rewards program for offering shoppers loyalty rewards for purchases
- Advanced Navigation

Additionally, the team advanced the core functionality by integrating:

- Authorize.net to enabling simple and secure online payments
- Masterpass to streamline the payment process
- PayPal to enable smooth online and mobile payments
- Oracle ERP System for single and unified backend solution
- Rapid flow Integration for seamless import/export of data
- Sailthru for easing out customer retention solution
- Subscription Module to gain permission from customers for Newsletters
- Newsletter Subscription Integration for keeping customers informed
- WordPress Integration using Fishpig to enhance the user experience
- Zendesk for robust reporting and advanced analytics
- Smile.io to reward customers and gaining their loyalty
- Integration of eBay module to manage platform orders and inventory effectively

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.

Rave Digital's prompt and consistent communication with Topps management team coupled with a detail-oriented approach, the team successfully delivered this project on Magento Commerce far-exceeding initial project objectives. Additionally, the Digital Marketing team implemented strategies advancing the overall success of this project, specifically with increases in Add-to-Cart clicks, Conversion rates, Customer Lifetime Value, and Redemption Rates