

DUTYFREE

Duty Free World

Duty Free World is a leading travel retail and duty-free online business committed to offering travelers a hassle-free shopping experience as well as providing airlines with travel retail programs and inflight product management services. Launched in 1995, Duty Free World presented its customers with a platform that would exempt them from paying for customs duties on various commodities such as luxury goods, alcohol, and tobacco. Over time, they have partnered with airlines like United Airlines, LATAM, Aeromexico, and others to serve frequent international travelers of notable countries.

Objectives

Serving global audiences, Duty Free World was required to meet and exceed expectations across various B2C markets and demographic segments (multiple country locations and languages). As a result, there was a constant demand to customize the platform to effectively serve their wide-ranging customer base. Not only did the platform require customizations, the website needed to be developed in a way that it was able to deliver an intuitive, responsive experience to each visitor, across all location and language preferences. In short, Duty Free World demanded a complete from the ground up redo of its existing website, front and back end included! This was the only way the brand would be able to establish itself as an eCommerce store designed to meet the ever-evolving needs and shopping behaviors of global travelers.

Below are the immediate requirements defined by the Rave Digital team:

- Increase the intuitiveness of the platform
- Improve the customer lifetime and average order value
- Reaching out to the right customer segments to gain loyalty
- Bringing organic traffic and increasing SERP ranks
- Simplifying product catalog management
- Accomplishing effective Order and Content Management
- Easy Reporting with advanced/custom features
- Integration of Custom Shipping and Checkout Methods
- Implementing multi-language and multi-currencies features
- Enhanced level of security and user management

INCREASED ORGANIC
TRAFFIC BY

113%

INCREASED SEM
CAMPAIGN ROI BY

85%

REDUCED CART
ABANDONMENT BY

25%

Solution

After numerous brainstorming sessions, Rave Digital's team developed a strategic plan with its primary focus on revamping Duty Free World's eCommerce platform to meet the needs of an evolving global market. The focus being to establish the store on the Magento platform, integrating with appropriate APIs, modules, and payment alternatives. Once the development phase was completed, Raves Digital Marketing team mapped out and executed a comprehensive SEO and Social Media strategy aimed at driving organic traffic to the store.

In addition to the above, the following were the tailored solutions implemented by Rave:

- Integration with Authorize.net enabling simple and secure online payments
- Multiple payment integration to provide robust payment options
- One Step/Page checkout to achieve seamless payment process
- Integration of Shipping API to provide standard shipping options
- Google Shopping Integration for automated account management
- Enabled secure communication via Live Chat system integration
- Twilio Message Sending API integration for advanced messaging capabilities
- Integration of Free Gift Module to create lucrative promotions and free gifts
- Introduced Redis Cache Management for managing large datasets
- Integration of Google Translate to support multilingual customer base
- Implement a Responsive Theme for a smooth browsing experience, across all devices

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. Customized SEO and integration of Magento Extensions ensured our team exceeded the expectations set forth by Duty-Free World. Rave's in-depth, industry-specific research and strategic planning proved effective in delivering a high-performing, scalable eCommerce solution, designed to meet current and evolving needs of their eCommerce store. Our team maintains sharp focus on what drives clients overall business growth, and our added effort in leveraging various marketing tools, including email automation, customer segmentation, Facebook advertising, and integration of multiple plugins/extensions translated to our teams overall success in delivering this project with results exceeding the clients expectations.