

# Kidstuff



## Australian Toy Company Builds a Brighter Future

Kidstuff, an iconic Australian brand established in 1969, offers unique and prestigious toy brands with a focus on educational and developmental toys.

[kidstuff.com.au](http://kidstuff.com.au)

Magento Solution Partner:

**eWave**

[madebyewave.com](http://madebyewave.com)

*“Not only has our online business increased, we can also see growth in our brick-and-mortar stores.”*

Jodie Stirling,  
eCommerce Manager, Kidstuff

## Challenge

### Upgrade, Integrate & Increase Conversion

Kidstuff was ready to take their eCommerce channel to the next level with a complete rebuild and upgrade to Magento Enterprise Edition from Magento Community Edition. They needed a robust and reliable site that would integrate with their brick-and-mortar stores and maximize their online revenue. They wanted a website that would foster customer loyalty and deliver a high rate of conversion. This would require creating an in-store experience online with a multi-store Magento Enterprise Edition deployment. The user interface design needed to include advanced eCommerce functionality and ensure the flexibility to grow with the demands of the industry and market.

## Solution

### Use The Full Range Of Features

After consulting with Magento Gold Solution Partner eWave, the ideal solution became clear: Kidstuff needed to utilize the full potential of the modules and features available in Magento Enterprise Edition. eWave built an ecommerce store that captured the unique essence of their iconic Australian brand and replicated their distinctive in-store experience. This was achieved by implementing many modules and systems including:

- Development of a custom product-finder application
- Combining in-store and online loyalty and gift card systems
- Implementing highly-customized mobile and social commerce solutions to improve customer experience
- A complete and seamless integration with fulfillment technologies and existing ERP and POS systems used in the brick-and-mortar stores
- Introduction of PayPal Express Checkout and advanced integration with Kidstuff's eBay Store

## Results

### First-year Targets Were Hit In Just Six Weeks

After deployment of their new website, Kidstuff hit their first-year sales targets in only six weeks. They have seen huge improvements across a range of key metrics including:

- 700% Sales Growth after upgrading from Magento Community Edition to Magento Enterprise Edition
- 560% Increase in conversion rate
- 300% Increase in online traffic and increased brick-and-mortar foot traffic
- 66% Increase in engagement on site