

A photograph of a bedroom with a closet, a bed, and a chair. The closet is filled with clothes, and the bed has a white blanket and a green bag. The text is overlaid on the left side of the image.

One Size Doesn't
Fit All:
EasyClosets
Partners with
InfoTrust for
Customized
eCommerce
Implementation

InfoTrust

The Challenge

EasyClosets came to InfoTrust to gain a better understanding of how their marketing efforts were impacting sales. They wanted assisted transactions made by their sales team to flow into Google Analytics, which would allow them to assess campaign conversion success and better understand the customer journey.

The Process

InfoTrust began working with EasyClosets by first understanding their business goals. They wanted to better track their marketing efforts in Google Analytics, determining which campaigns were converting across all sales channels.

To get a clear picture of conversion success, there were multiple areas that needed to be addressed, from resolving revenue discrepancies to ensuring data was accurately being populated into eCommerce reports. After mapping out the goals and pain points of EasyClosets, InfoTrust delivered an Enhanced eCommerce implementation that was specifically tailored to the company's needs.

Implementation was straightforward, with an EasyClosets developer making code changes to their website that ensured the proper flow of data. From initial discussions, a fully launched implementation was in place within three months.

EASYCLOSETS®

Based out of Michigan, EasyClosets provides customizable storage solutions and home organization systems. For over 25 years, they've been making lives more efficient and enjoyable by tidying up homes and businesses nationwide.

www.easyclosets.com

Industry: Retail

The Result

InfoTrust has helped EasyClosets ensure their data is accurate, their revenue numbers match their internal database, and that they have new reports to help identify opportunities for increased sales.

Discrepancy in revenue reporting is down from a staggering 25% to less than 1%, allowing EasyClosets to feel confident that they are making truly data-backed decisions.

With less time spent manually pulling data and assigning multi-channel attribution, EasyClosets is free to analyze results and focus their marketing efforts in the areas that provide the most value to the business.

Deliverables

Enhanced eCommerce Implementation

Reporting Validation

Custom eCommerce Reporting & Dashboards

"Insights are only as good as the data behind them. We can now make actionable decisions with confidence!"

InfoTrust

InfoTrust helps businesses analyze and improve their digital marketing efforts. InfoTrust is a Google Certified Partner in Analytics, Optimize 360, Google Tag Manager and Google AdWords. They are also a Google Analytics 360 Authorized Reseller.

www.infotrustllc.com



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