



Case Study

xTWOstore

The Making of a Global ecommers Platform for Home Ceramics
Into a Work-class eCommerce Platform

Industry	Retail & e-Commerce
Services Offered	Complete eCommerce migration and optimization for Content, SEO, SEM, Social Media, end-to-end Digital Marketing and Technology Roadmaps
Current Technologies Used	Magento 2.4, Sylius, PHP 7.4 & MySQL 8.0, 2FA Security, Dynamics NAV, SQL Database, Cosmos DB.
Country	Germany
Project Duration	2 Years

xTWOstore joining hands with India's R&D Lab **Day One** to build it's 200+ Technology and Marketing team talent

Made in Germany – the home ground of ceramic manufacturing since the 19th century, xTWOstore offers highly engineered and design-specific bathroom and kitchen products. The store is an authorized seller of over 20 top brands for bathroom and kitchen products, including GROHE, DURAVIT, KEUCO, STEINBERG, Villeroy & Boch, Hansgrohe, Burgbad, and more.

Before onboarding with Day One Technologies xTWOstore was already delivering high-quality goods for bathrooms and kitchens in over 20+ countries. But the overall sales figures and market-to-market conversions weren't effectively ticking the potential of the platform. As a top technology company, Day One was selected as their service partner to optimize their entire platform end-to-end. From optimizing the website to retaining traffic against high bounce rates, better SERP rankings, sales, and more, a dedicated team of over 100 employees take care of xTWOstore operations from the Day One team.

HOW DID IT START?

Solving Operational Crisis & Sales Challenges for a Global eCommerce

xTWOstore offers consumers everything they need to order, build, and install the perfect bathroom and kitchen space. Very few companies have managed to keep up with changing trends. xTWOstore offers premium quality products made by leading German brands and is one of the few who have succeeded in this challenge and have distinguished themselves in the bathroom world since 1999.

A major challenge that the business was facing was with respect to its diversity. Although the store delivered in over 20+ countries worldwide, the sales figures were not touching the desired targets. As a few first-sight findings by Day One's R&D Team the eCommerce platform was lacking in targeting location-specific customers. This was mainly due to discrepancies in the UI/UX, website content, optimization, and ongoing PPC campaigns. Higher bounce rates, vacant marketplaces, and irregular pages on the website were aggravating the situation even more.

Post the website and competitor analysis, xTWOstore agreed upon letting Day One Technologies handle their entire website and sales operations. As promised over the analysis report, the Day One team could boost their growth and generate higher revenues while delivering an excellent customer experience. Another big challenge was to offer region-specific content across different countries. xTWOstore websites are available across Europe in multiple languages to cater to customers in the UK, France, Spain, Italy, Germany, Belgium, Switzerland, and the Netherlands.

To optimize their entire website across different language-specific domains and social-media channels they choose Day One Technologies as their technology and business partner. This also included complete website optimization to increase traffic and sales figures, digital marketing for paid campaigns, SEO operations, and content strategy.

THE BEGINNING

Goal Setting: xTWOstore Under the Supervision of Day One's R&D Lab

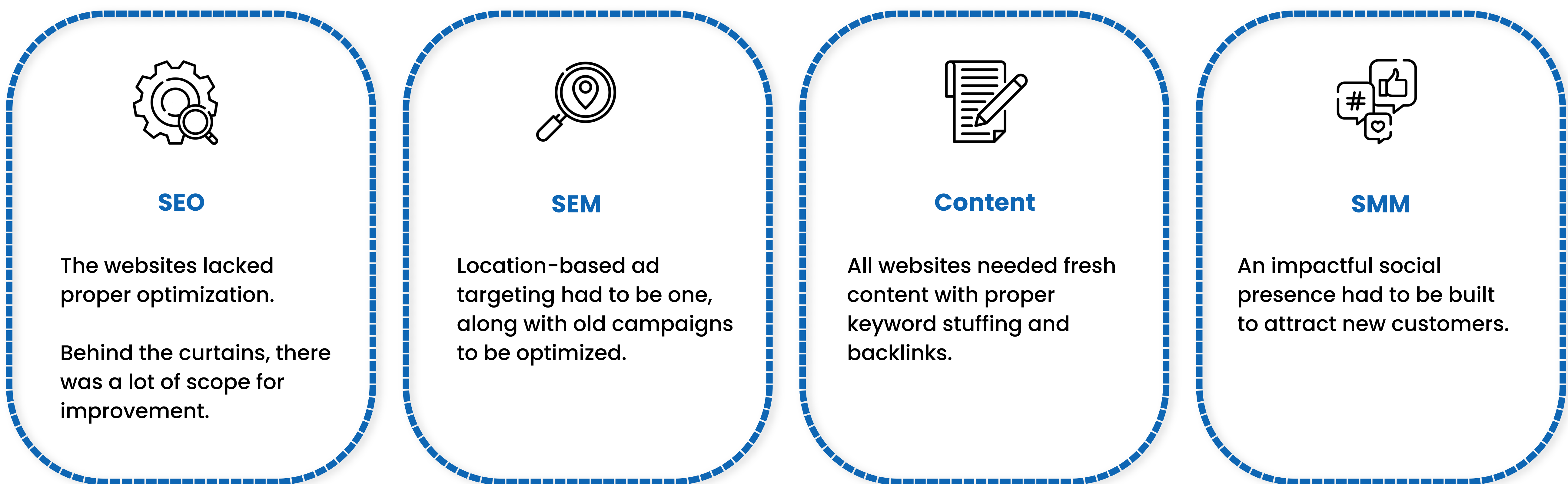
Near 70 lakh graduates pass out of India every year. With almost half of its current population under the age of 26, India is the biggest talent pool in the world. With handpicked talent from colleges and universities directly, Day One Technologies has a team of over 100 dedicated full-time employees fully equipped with research and development skills who are working on the xTWOstore optimization.

It's a chaotic wall-street day at the daily scrum calls with researched reports coming in from every team. New ideas and discussions happening, and then followed up with weekly recaps. It's a self-ignited nucleus of Day One that keeps adding depth to the company.

Being a recognized leader in the technology sphere, Day One is a fast-growing, Product First company. Day One excels in the fields of Ethereum, Bitcoin, DAP, Big Data, ERPs, Mobile Apps, CRM, Artificial intelligence, Machine Learning, Data Science, Hadoop, and more. The company's growth map for 2024 is to become a strong R&D leader in the enterprise space.

When xTWOstore approached Day One, they had multiple top-domain websites for different languages and knew they were way behind when it came to their SEO strategy. xTWOstore was just breaking even on their Google Ads campaigns. They knew the potential, and just needed help in driving effective ROI across their campaigns. Added to this there were a couple of other aspects to improvise too.

Optimizing existing eCommerce websites was a priority with the need to streamline business processes and make ordering convenient for customers. The other need was to gain organic traffic and introduce xTWOstore to customers across the globe. Through a custom-developed website, along with a search marketing campaign, xTWOstore has exceeded its initial goals.



OUR STRATEGY

Building an eCommerce + e-Finance Platform

Starting with an out-of-date website lacking in optimization, the SEO team at Day One came in with a strategy and worked alongside the UI/UX design team. Combining website design, development, and search marketing under one roof streamlined efforts and allowed in developing a cohesive marketing plan.

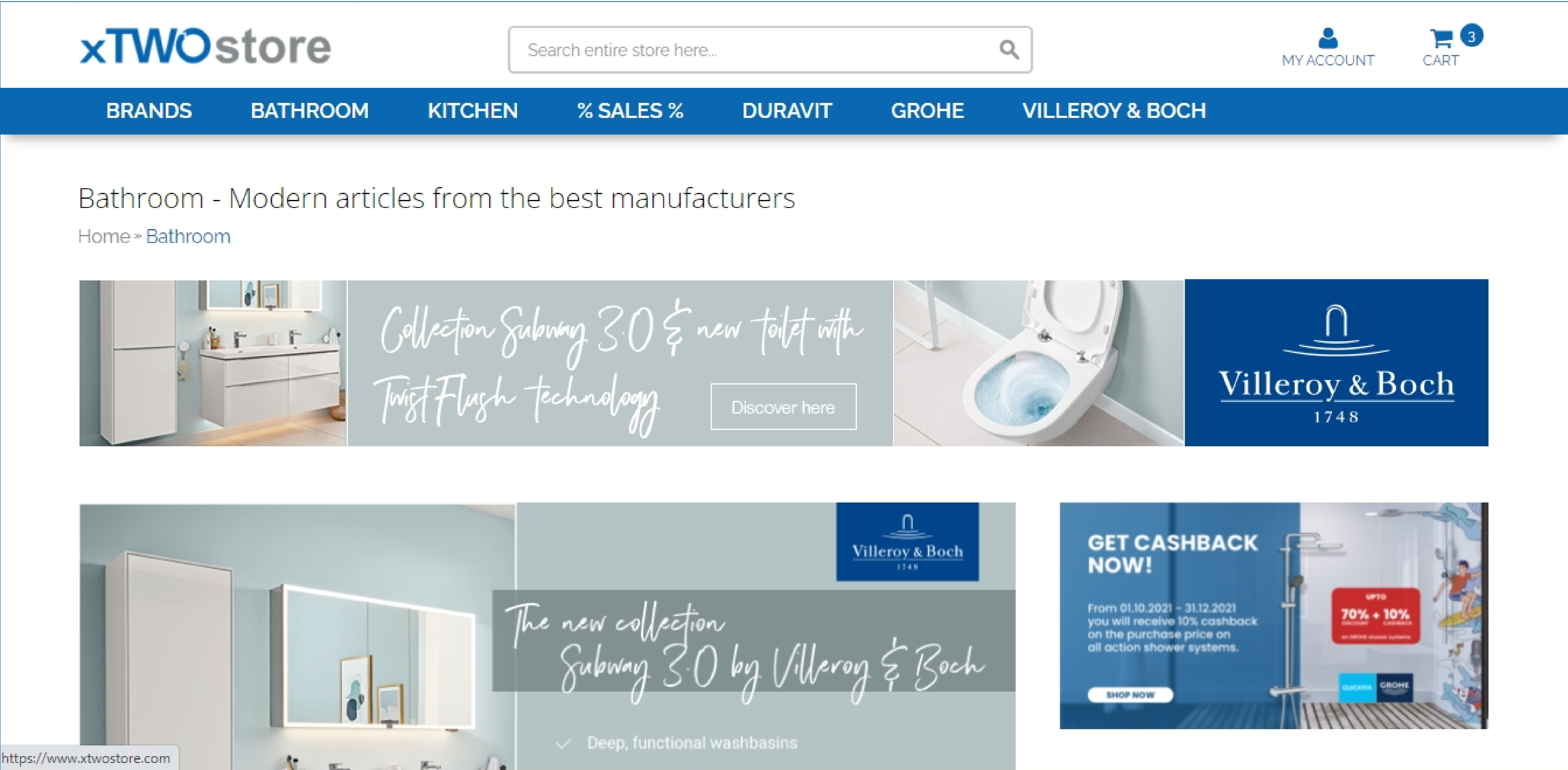
Our SEO team put together an ongoing content strategy and outlined a site structure that would provide a solid foundation for future growth. With the ultimate goal to increase revenue, our SEO team put together a comprehensive plan focused on on-page optimizations, link building, content development, conversion rate optimization, and technical updates.

The bigger picture, however, was to make xTWOstore an eCommerce + e-finance platform. With all the active markets in Europe that the eCommerce platform was already targeting but not converting, Day One helped by bringing in revenue from all of them. The Day One R&D center that constitutes of expert teams in SEO, SEM, Marketing Research & Analytics, Social Media, and Pre-Sales deep-dived and formulated all the right strategies for all futuristic growth of the company.

With digital payment methods and electronic collections for ease of the buyer, the goal is to turn xTWOstore into a world-class eCommerce platform, well-integrated with the ease of e-finance.

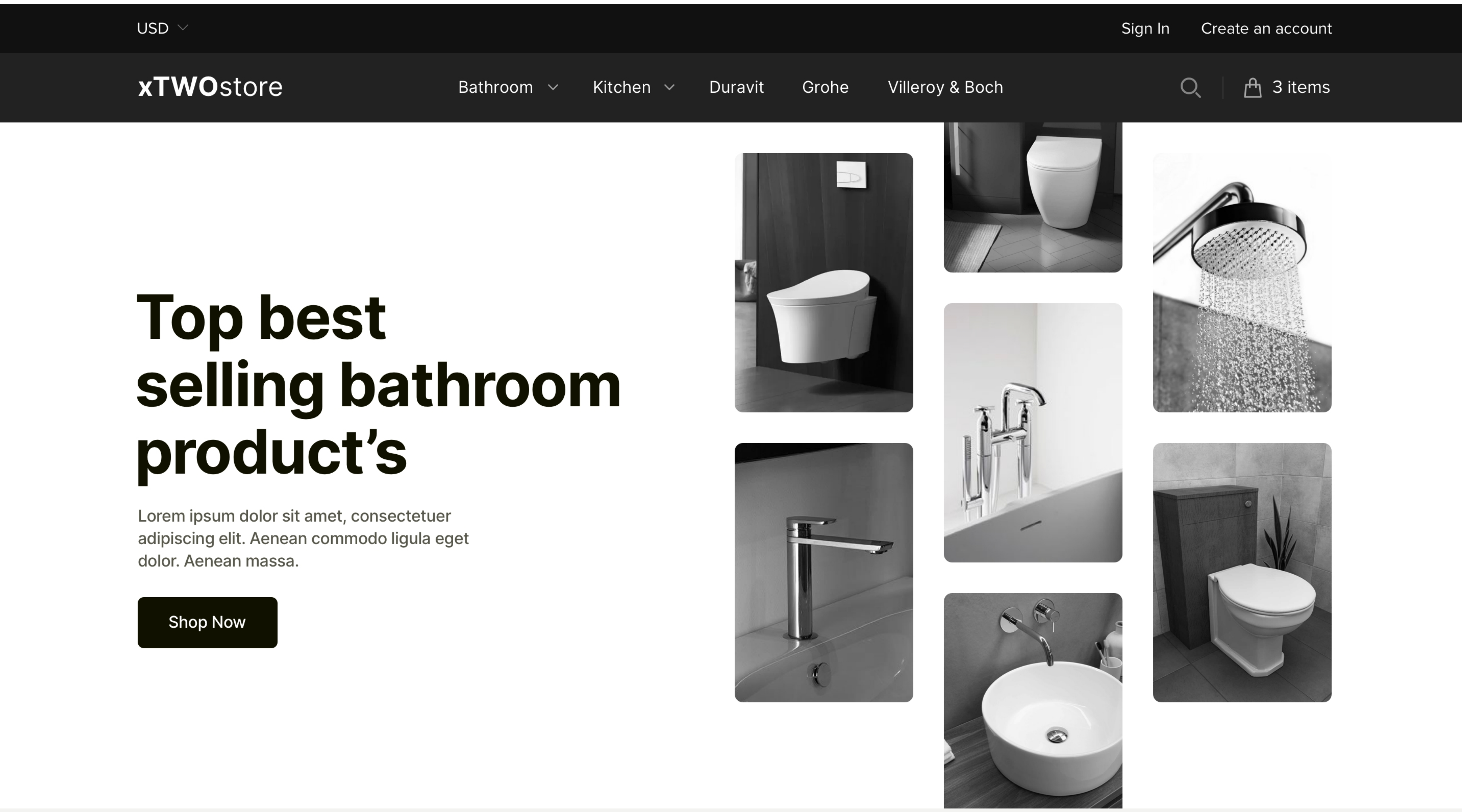
Interactive Web Pages

To provide a personalized user experience, meaningful well-developed web pages are a must. The Day One Team is optimizing the entire website on an all-new design layout.



Old website Bathroom Page

The appearance is changed with minimal content and more visuals for an appealing look.



New website Bathroom Page

Targeted Search Engine Marketing

Highly experienced SEM analysts took over the challenge of no incoming traffic and sales from different countries and turned it around in the first week of operations itself. As a matter of fact, xTWOstore was onboarded on Sep 1st, and the turnarounds happened in less than a fortnight.

#09202	Extension	Country	Time Duration	Users	New Users	Sessions
1	.ae	UAE	10-Sep-2021 - 16-Sep-2021	64	58	76
			03-Sep-2021 - 09-Sep-2021	61	50	68
				1.64%	16.00%	11.76%
2	.at	Austria	10-Sep-2021 - 16-Sep-2021	581	459	581
			03-Sep-2021 - 09-Sep-2021	474	396	474
				22.57%	5.44%	15.91%
3	.be	Belgium	10-Sep-2021 - 16-Sep-2021	473	446	564
			03-Sep-2021 - 09-Sep-2021	347	319	391
				36.23%	39.81%	44.25%
4	.ch	Switzerland	10-Sep-2021 - 16-Sep-2021	1,580	1,368	1,979
			03-Sep-2021 - 09-Sep-2021	1,318	1,134	1,620
				19.03%	20.63%	22.16%
5	.co.uk	United Kingdom	10-Sep-2021 - 16-Sep-2021	2,523	2,467	2,837
			03-Sep-2021 - 09-Sep-2021	1,290	1,261	1,345
				95.58%	95.64%	110.93%
6	.co.za	South Africa	10-Sep-2021 - 16-Sep-2021	8	8	8
			03-Sep-2021 - 09-Sep-2021	1	1	1
				700.00%	700.00%	700.00%
7	.com		10-Sep-2021 - 16-Sep-2021	1,084	977	1,409
			03-Sep-2021 - 09-Sep-2021	981	882	1,216
				10.37%	10.77%	15.87%
8	.com.br	Brazil	10-Sep-2021 - 16-Sep-2021	1	1	1
			03-Sep-2021 - 09-Sep-2021	1	0	1
				0.00%	100.00%	0.00%

Insights from SEM Analytics for new users reached from different countries

JHipster

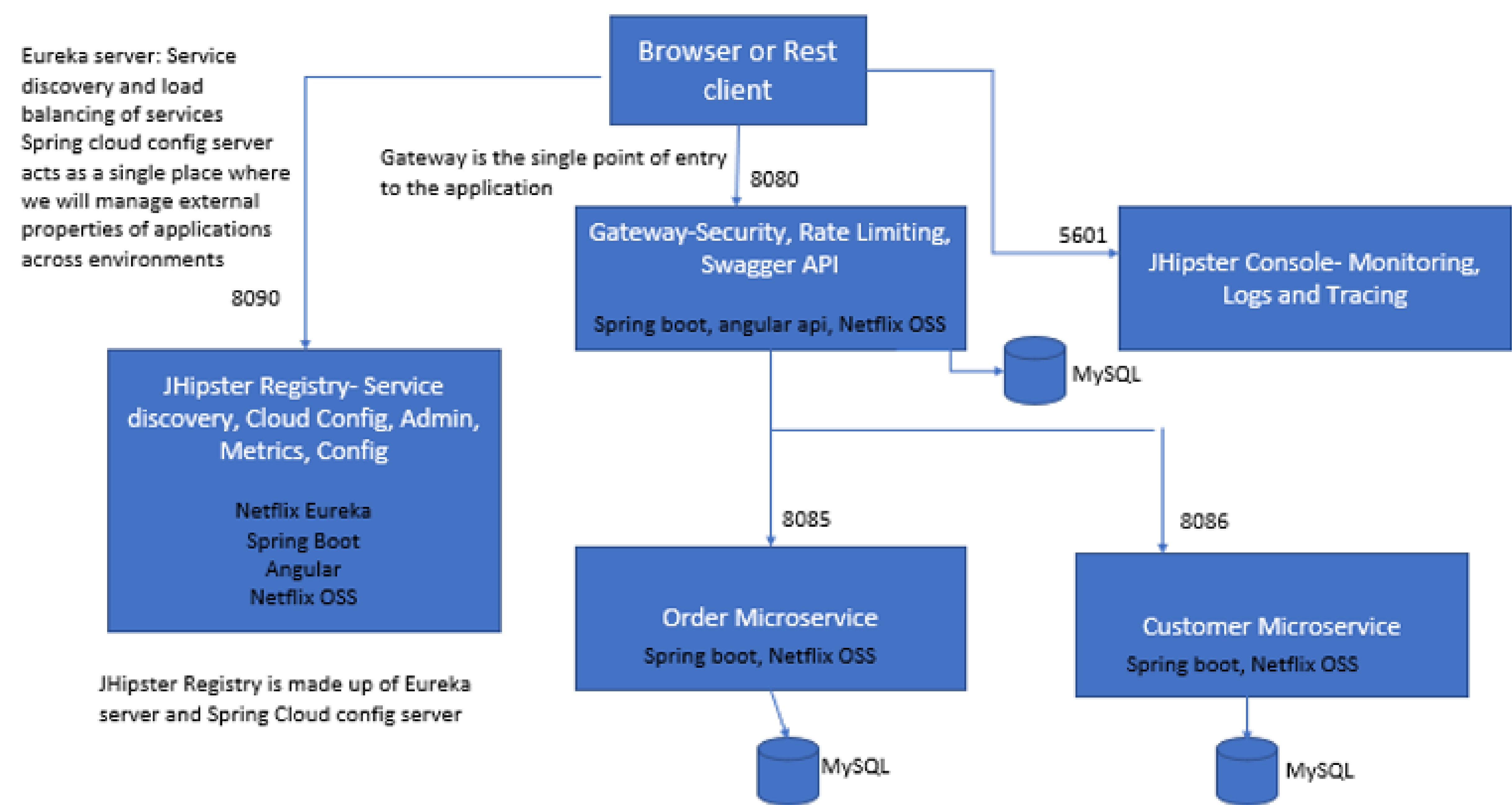
- JHipster helps to create web applications and complex microservices architectures.
- JHipster offers tools to develop applications using business entities
- JHipster is a Yeoman code generator that creates Spring Boot and Angular/React/Vue.js based applications
- Yeoman(<http://yeoman.io>) is a scaffolding tool that helps to create code generators. We can use it to create any kind of application generator with the help of built-in template engine tools
- Website blog has to be created
 - ▶ Angular – front end
 - ▶ Java – back end
 - ▶ Security for blog permissions
 - ▶ Administrative modules such as user management and monitoring
- Decide architecture stack and decide various libraries to use(spring security, spring mvc backend), angular front end.
- Implement build system(webpack for angular, gradle or maven for server end). Write unit and integration tests, create admin modules, design business entities and create them with angular client side and java server side with test coverage. Write all business logic, build docker images, test application and deploy it.
- 70% of effort will go for implementing boiler plate code and make sure all libraries work well together. 4 to 6 weeks of effort will take place. With JHipster we can get in 30 mins of time
- Netflix OSS <https://netflix.github.io> is a collection of open source tools and software produced by Netflix team geared towards Microservices architecture
- In cloud native world, these libraries and tools are replaced from Kubernetes eco system
- 20,000 applications generated per month and JHipster has been installed more than 2.5 million times
- JHipster official contributors: Google, Microsoft, RedHat, Heroku
- Open source contributors: more than 500

Proposed Technology Stack

We’re in the middle of our journey of optimizing xTWOstore to benefit in the following aspects:

Functionality	Technology stack
User Interface – Web	React/Angular
User Interface – Native App	Android, IOS
User Interface – Hybrid App	React Native
Back end programming language and Microservices	Spring Boot/Python Flask
Programming Interface	Rest API
Code generation tool	JHipster
Request response communication data format	JSON
Cloud Provider	GCP/AWS(Recommended)/Azure
Transactional Data stores	Cloud Managed databases Example: Google cloud SQL, Azure SQL, Amazon RDS
Data Lake	Cloud managed file storage Example: Google cloud storage, Amazon S3
Catalogue data store	MongoDB
CI/CD	Jenkins or Azure Devops or AWS code pipeline or GCP cloud build
Unit testing	Python:PyTest, Java: Mockito, React: Jest/Mocha
Security	IDM, OAuth2/JWT, Java: Spring Security
Payment Gateway	Stripe
CMS and Blog Management	Head less CMS Strapi
Search Data store	Elasticsearch
Search Engine Optimization	Prerender.io
API Gateway	Amazon API Gateway for AWS, Akamai API Gateway for cloud agnostic
CDN	Amazon CloudFront for AWS, Akamai CDN for cloud agnostic
WAF- web application firewall	Amazon WAF for AWS, Imperva WAF for cloud agnostic
IDM- LDAP	AWS Directory service for AWS, Okta for cloud agnostic

Indicative eCommerce architecture with Microservices using JHipster



Core Features and Functionalities

A Power-Packed Admin Panel

xTWOstore is equipped with a feature-rich admin panel that allows setting up new brand manufacturers, choosing color schemes, and uploading images and content. The new user interface works on reduced page load time. The quality of images has significantly been increased to meet user adoption rates as well as conversion rates. There are thousands of products from more than 20 brand manufacturers at xTWOstore. A custom data integration is programmed to sync on a scheduled basis for real-time stock inventory information. The product page pulls all product information including downloadable instruction manual PDFs and is customized to display unique product data.

Key Features

- User registration and payment integration
- Admin access to add new products, and manage inventory
- Admin access to run promotions, offers, and campaigns
- Access for changing color schemes, website layout, presentation, and UI/UX

The Final Experience

xTWostore is a mega-online store for bathroom and kitchen products and Day One’s R&D Lab is successfully working in redesigning and optimizing the e-Commerce website that lives up to the vision of the brand.

The Journey So Far And The Road Ahead:

We’re in the middle of our journey of optimizing xTWOstore to benefit in the following aspects:

- Increasing website traffic
- Decreasing bounce rate
- Identifying in SERPs
- Identifying & optimizing under-performing markets
- Increasing overall revenue

The journey so far has been an upward graph, and we’re soaking in for a double-shot. With a month left from the first quarter to end, xTWOstore’s overall metrics have transformed into a profitable graph. We’re now headed to making the e-commerce giant into a combined e-finance platform as well.