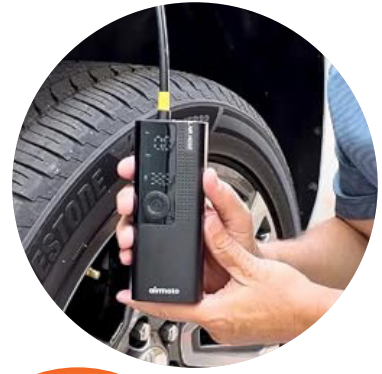


\$7m

A Case Study Automotive Accessory Brand




Overview

An automotive accessory brand offering portable air compressors that enhance road safety for motorists and cyclists.

The product is a small, lightweight compact air pump with a built-in battery making it completely portable.

It provides high pressure that can inflate tires, sports balls, marine buoys, and any other inflatable product. It has been a massive smash hit seller in 2023.


July		August		September	
2,219	Sales	3,331	Sales	5,861	Sales
505	Partials	857	Partials	1,392	Partials
\$376,592.38	Gross Revenue	\$543,989.09	Gross Revenue	\$920,586.53	Gross Revenue
\$169.76	AOV	\$161.43	AOV	\$157.20	AOV
10.3%	Conversion Rate	8.0%	Conversion Rate	8.3%	Conversion Rate
October		November		December	
13,330	Sales	38,094	Sales	38,818	Sales
3,572	Partials	7,271	Partials	7,720	Partials
\$2,182,092.46	Gross Revenue	\$6,759,395.72	Gross Revenue	\$6,830,016.42	Gross Revenue
\$162.96	AOV	\$176.89	AOV	\$175.78	AOV
9.1%	Conversion Rate	10.6%	Conversion Rate	10.7%	Conversion Rate



Checkout Champ is an ecommerce performance platform with in-house developer expertise in:

- + Marketing automation
- + Technology integration
- + Conversion optimisation
- + Payment processing
- + Subscription billing
- + Membership management
- + Fraud prevention
- + And data analytics

Checkout Champ partners hundreds of merchant acquiring companies to help online business owners quickly bring new products, services, and experiences to market.



Challenge

A hit product that scaled up to over \$6,500,000 per month in worldwide direct sales for 2023.

Their business model is centered on a detailed and information-dense sales funnel that educates the customer on the many benefits of the product and offers multiple complementary product options to create custom order bundles.

This detailed presentation does not fit into the typical ecommerce store design layout... And the plain fact is that 'consumer grade' ecommerce platforms can't deliver the on-page performance to handle this many transactions.

At this sales volume, every 0.1% change in conversion makes a difference of hundreds of thousands of dollars.

Because of this, **the client did not want to sell through a typical online store platform, where page load times are relatively slow, and attempting to process thousands of simultaneous transactions can slow site performance to a crawl or crash it completely.**

Adding to the challenge was the need to offer the product both in the United States and worldwide, supporting several languages.

They also needed a reliable, flexible payments system that could support multiple currencies and payment methods.



Solution

The client chose to work with Checkout Champ to bring its vision to life.

Checkout Champ's built in customized checkout and funnel marketing platform allows the client to test multiple versions of every page and optimize the whole customer journey from ad click to post-purchase upsell options.

In addition, Checkout Champ offers funnel and checkout pages that load in 1 second or less and give total marketing flexibility and control that no other ecommerce platform can match. This speed has proven over and over again to increase conversion rates, particularly on mobile purchases.

Checkout Champ's unique and powerful functionality helped define the creative and technical direction for the client.

We consulted on funnel designs, made referral introductions to trusted web development partners, as well as making recommendations on technical stack and implementing third party software integrations.

From there, Checkout Champ brought the expertise of their in-house UX and design team to map customer journeys and billing practices, together with design, marketing and messaging strategy optimized for conversions and increasing Customer Lifetime Value.

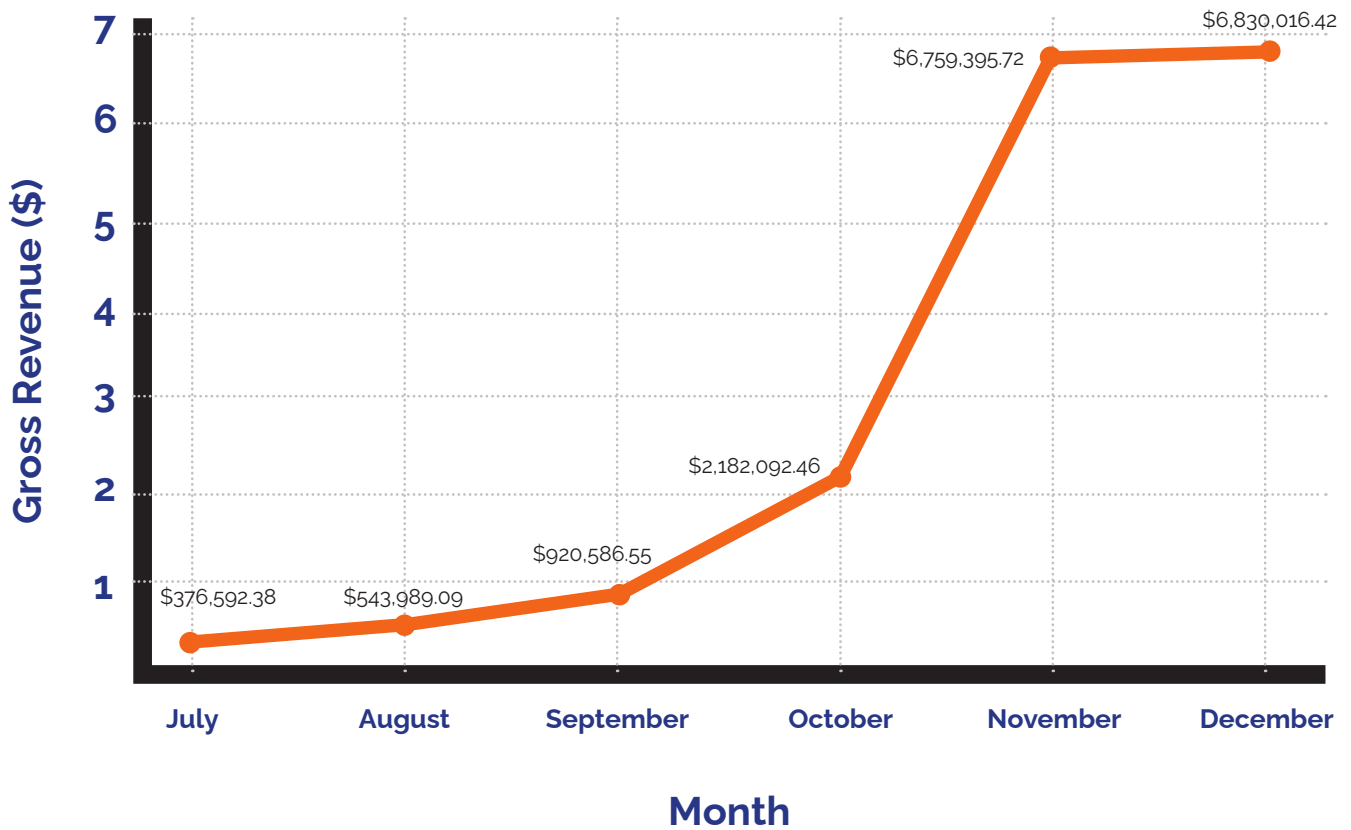
This suite of products gives the client a comprehensive, scalable payments system that is capable of integrating straight sales, upsells, subscriptions and suitable for many different future product and service use cases.

Results

Checkout Champ and processing integrations helps the client process over 6 million dollars in sales every month.



Gross Revenue by Month



In the process, Checkout Champ's integrations saved significant time for the client's finance, operations, and product teams.

With a powerfully converting funnel and high momentum, we expect to see them build out their product line in 2024 and cross the \$70,000,000 mark in annual sales.

"Checkout Champ changed our company forever. They have provided technology that has allowed us to scale globally without the limitations built into other e-commerce platforms. We can use any merchant account we choose, we can sell in any currency with ease, and we can quickly split test and deploy new checkouts and sales funnels that perform better than anything else we've used."

Andrew, Founder



About Checkout Champ

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High-growth ecommerce store operators use the Checkout Champ platform to optimize their sales conversions, reduce operational costs, and create unique customer experiences.

“Our ultimate goal is to provide our clients technology that alters the way that they think about business. We truly break the strangle hold that other platforms impose upon their users, and allow our clients to scale and grow their businesses how they choose.”

Our greatest joy as a company is hearing the success stories from our clients, and using that motivation to keep building life changing technology. When a client tells you “I don’t care that this is costing me additional money, because I’m making an extra \$100,000 per day with your order bumps and one-click-upsells” makes us feel that we are providing something that the industry really needs and wants.”

Matt Martorano, CEO, Checkout Champ

