

GrocerJar.in



Grocer Jar

Everyone loves food... Food brings us together, it brings our families together. GrocerJar is a family-owned business, dedicated to sourcing, manufacturing and supplying the highest quality Nuts, imported berries or other exotic dry fruits from around the world. From sliced, chopped nuts for cooking to flavoured, salted or roasted dry fruits for snacking.

Their fascination for delicious flavours, distinctive aromas, exotic tastes and unique textures is what drives them along with our commitment to outstanding quality and innovative culinary ideas.

Objectives

- ▶ Enable easier, faster browsing and a more frictionless experience
- ▶ The focus was to increase their online sales, conversions, awareness, and exposure, while making it easier for visitors to quickly find and purchase an item
- ▶ Create a user-friendly and more visual product story with improved navigation and filtering
- ▶ Build out a robust product locator functionality for all types of categories
- ▶ Dramatically improve SEO performance and content marketing opportunities
- ▶ Implement a fully responsive solution backed by Django (Django is used by different platforms like Google & Youtube)

Results

Since the site's launch, Grocerjar.in has enjoyed tremendous success. Grocerjar has found that their new site and its tools have given them the momentum to better establish their online presence.

The results speak for themselves. In the first three months after launch, Beretta USA saw a 43% increase in online revenue, and a 31% increase in average order value. In the long term, the project has paid off, with annual online revenue having increased by 341%.

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