



Topps Case Study

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Founded in 1938, The Topps Company, Inc. is one of the most recognized sports cards and memorabilia manufacturers in the United States. Generations of Americans have grown up with Topps trading cards and products. Topps sports and entertainment products include Major League Baseball, National Football League, Major League Soccer, UEFA Champions League, English Premier League, Bundesliga, Indian Premier League, Star Wars, WWE, and more.



Client Testimonial



“Rave Digital was detail-oriented and understood the importance of an easy, user-friendly layout. The team was professional, and skilled from day one and offered prompt communication. They also provided a dashboard to track metrics.”

Jeff Heckman, Director of eCommerce, Topps Co Inc.

Strategies



Site Design

Refine site design to improve user experience, increase interaction customer purchases onsite.

User Personalization & Fan/Team Subscription Feature

Designed a feature where users and fans can select a team as favorite, and automatically receive new cards from their team's collection.



Custom Cards

Allowing users to design their own custom Topps cards increasing customer loyalty and customer lifetime value.

Loyalty Rewards Program

Loyalty Program designed to increase the average order value (AOV) by offering shoppers loyalty rewards from products purchased.



CTA Optimization

Added unique Call-To-Action buttons, images, and text to relevant areas of the site to increase purchases, converting traffic that previously was not converting.

Results

Over a 6 Month Period Our Marketing Strategies Made Impacts in the Following Areas:



Increase Customer Lifetime Value

48% Increase in customer's average lifetime value.



Increase Clicks On "Add To Cart"

31.5% increase in Add-to-cart Clicks.



Boosted Conversion Rate

17% Conversion Rate Increases after the implementation of Loyalty Program



Improved Redemption Rate

43% increase in redemption rate.
