



lost ferret
E-Commerce Specialists

Services Overview

Introduction

Lost Ferret is a professional, award winning web design and development company that specialises in high quality e-commerce website design and then maximising conversion.

Lost Ferret will give you a website that looks great, but our real focus is on getting customers to, and through the checkout. So you won't be surprised to hear that checkout completion rates on our client sites are as high as 92%.

Our high-spec e-commerce platform, Aurora, has been designed with you and your customers in-mind. So it's as easy for you to add and promote a product as it is for your customers to buy one.

We provide a proprietary system, designed, built, supported, maintained and documented by us. Our Update & Maintenance programme means our platform is constantly evolving, both in terms of features and the way in which it's features and underlying processes work. This in turn means our clients are never left behind in their respective markets.

Every site we've re-designed has immediately improved sales and conversion rates. Most companies would stop there, but we don't – you get a full after-sales service to help you analyse, test and improve results.

Our model is based around providing a high level of service to a small number of clients - working with you on a continual basis to help improve sales, revenue and profitability.

Current clients benefitting from our service include Moss Bros, The Officers Club online (now part of Blue Inc.), Select Fashion, Atlantic Shopping, Quiz Clothing, Watch Warehouse, and JD Sports Fashion.

Our Business Model

Lost Ferret operates a service-based model - rather than sell you a product and then provide reactive support, we take a far more proactive approach, keeping in mind the primary purpose of an e-commerce site - to sell.

We are not solely reliant on bringing in new business; instead generating income from existing clients for value-adding after-sales services such as web analytics and conversion rate optimisation.

Our aim is to become an extension of our client's e-commerce business, gaining a deep understanding of your business challenges, and working with you to improve conversion rates, sales, and online profitability.

We are also focused on continually developing the Aurora platform, be it developing new features that have a positive effect on front end processes, or improving the back end speed and usability according to client feedback and our own insights. This is financed via a compulsory monthly fee built in to the Hosting, Support, Updates & Maintenance charge.

This approach means we have been very successful in improving the positions of every single client in terms of sales, revenue and profitability - **without exception.**

We prefer a 'specialist' approach, concentrating solely on the e-commerce website aspect and ensuring commercial KPI's are the best they can be. We then bring in other trusted specialist partners to provide peripheral, complimentary services.

Our attention to detail and years of testing methodologies have helped many clients achieve basket and checkout completion rates as high as 85 and 92% respectively - sure signs of confidence in a website and ease of purchase.

Our 12-man team is all UK-based. Lost Ferret does not sub-contract work outside this core team.

Our platform, Aurora

Our high-spec e-commerce platform, Aurora, has been designed with you and your customers in-mind – easy to use both front and back end.

We provide a proprietary system, designed, built, supported, maintained and documented by us. Multi-channel, multi-site and multi-language comes as standard, along with all the important features to help you run your e-commerce operation smoothly.

Our Update & Maintenance programme detailed below means our platform is constantly evolving, both in terms of features and the way in which it's features and underlying processes work.

We charge a one-off licence fee to use Aurora in perpetuity. We are also focused on continually developing the Aurora platform, be it developing new features that have a positive effect on front end processes, or improving the back end speed and usability according to client feedback and our own insights. This is financed via a compulsory monthly fee built in to the Hosting, Support, Updates & Maintenance charge.

The monthly fee is made up of the following elements:

Aurora Updates & Maintenance Programme

Aurora will grow with you and always cater for your requirements.

Our aim is for Aurora to be an industry-leading platform. As such, it will be constantly developed, updated and thoroughly bug tested on a continual basis so there's no need for a big system upgrade every few years.

Aurora will be continually updated in line with our own ideas and our client's suggestions. Time and effort is focused on the improvement of the system from a technological point of view to ensure ease of use and maximum efficiency for administration and reporting purposes.

Back end updates will be implemented daily or weekly on the test environment, and billed for monthly when they go live. System code optimisation, bug testing and fixing on the test environment is perpetual.

Very bespoke feature requests from individual clients, including front end features, are assessed and priced accordingly if not part of the planned update schedule.

If you request additional feature development outside the update programme you will be given a fixed price for that development work, and if it is a front end feature your price will include its implementation in the front end.

Please note: most updates relate purely to back end processes, but many of the updates and new features we add to the system will facilitate a front end process – for example: the ability to implement a sale globally on a certain range of products, or in-line validation on the checkout.

It will still remain for us to implement things in the front end, i.e. how you will want to display the sale to your final audience, and redesign the checkout page to allow for prompts to show. The charge for front-end implementation is not included in the monthly cost of the updates themselves, but if you ask for a new feature to be developed for your front end this will be priced, as stated above.

Hosting & Support

Support is handled via both telephone and email, and is covered by a full SLA.

Lost Ferret runs its own private cloud server network to ensure the very best performance and reliability possible. We maintain N+1 redundancy across the network so we can quickly recover from any hardware failure and this, along with our enterprise level support contract means that you'd be hard-pressed to find a more reliable single-server solution.

For larger clients we are able to provide a fully redundant multi-server solution, removing key single-points of failure and providing the best possible reliability.

All solutions can be easily scaled to accommodate changing business requirements.

Aurora is a high-spec and very powerful platform. The fact that we update and change it a lot, and the way it's set up means we need to be very 'hands on' on a day-to-day basis.

Lost Ferret provides an additional, and vital level of support over and above that provided by a server hosting company. Whereas a hosting company will simply maintain the hardware and operating system (Linux, in this case), we use our expert knowledge to support and maintain the Aurora application.

This includes, but is not limited to, optimising the database engine for the specific requirements of Aurora, setting up image caching, configuring logging, scheduling tasks such as downloading orders from Amazon and eBay shops and file management.

The hosting provider, DediPower, maintain the OS, but we are responsible for ensuring the tasks Aurora performs run smoothly on that OS. Plus, we use our expert knowledge to fault-find and analyse issues, making sure that a client site is always up and making money.

On the rare occasion that a server crashes, for whatever reason, we're necessarily first port of call for the client too. In fact, we're first point of contact for all hosting-related issues and questions.

Our core services

At Lost Ferret we take a 'best of breed' view of the world of e-commerce.

We have no intention of ever being a 'do it all' agency that does a lot of things averagely well. Instead, we recognise the very strong specialist businesses that have evolved within the industry and work with the best in each niche.

As such, our core business covers 3 areas:

1. Design and build of e-commerce websites
2. Developing the Aurora platform
3. Providing after-sales help and consultancy to help our retail clients improve sales

We have strong partnerships in the areas of Search, personalisation, social media marketing, delivery management, back office applications, copy writing, photography, email marketing, and offline business consultancy.

Our approach to design & development

Our comprehensive e-commerce platform is built with conversion in mind. However, the system is only part of the picture. An individual approach to each development and understanding of what makes a good website in a given context means we have managed to significantly increase the sales of every site we have ever redesigned.

One methodology we utilise is to undertake an analysis of your final audience using a 'persona' framework in order to evaluate the angle of approach to buying your product of the four dominant personality types that will interact with your site. Each of these will have a different agenda, which must be evaluated in relation to your product offering. They are:

1. **Methodical**
2. **Humanistic**
3. **Spontaneous**
4. **Competitive**

The **Methodical** focuses on **HOW**-type questions:

What are the details?
What's the fine print?
How does this work?
How will it help me?
How and where is this made?
How does it compare with other similar products?
How can I plan ahead?
How can you prove or guarantee that?

The **Humanistic** focuses on **WHO**-type, personal questions:

How will your product or service make me feel?
Who uses your products/service?
Who are you? Tell me who is on your staff, and let me see bios
What will it feel like to work with / do business with you?
What experience have others had with you?
Can I trust you?
What are your values?

The **Spontaneous** focuses on **WHY**, and sometimes **WHEN**-type questions:

How can you get me to what I need quickly?
Why do I have to wait 3 days?
Why is your product / service superior?
Can I customise your product?
Can you help me narrow down my choices?
How quickly can I take action and achieve my goals?

The **Competitive** focuses on **WHAT**-type questions:
What are your competitive advantages?
What makes your product better?
What makes you a credible company? Prove it!
What can you do to help make me look cutting edge?
What are your credentials?
What can you do to help me achieve my goals?

In order to create an effective, persuasive e-commerce website we must evaluate the angle of approach of these personality types to buying your product.

This development approach will help us to plan the site layout and information architecture to arrive at the best starting point from which to launch your website, which must address the needs of the user in all stages of the buying process.

This methodology is continued in our conversion optimisation programme, detailed below – once we have devised the framework we have a context in which to carry out our A/B and multivariate tests.

Analytics & Conversion Optimisation (our specialist after-sales service)

You have the means for continual improvement via our after-sales Analytics & Conversion Optimisation service. We understand the importance of constantly monitoring user interaction and evolving an e-commerce site in accordance with user preferences, and that doing so will bring more sales.

Companies are focused on allocating resources efficiently and understanding where true value is being added. Historically, an analytics package has been important in determining which marketing channels or campaigns are most effective. This is, of course, a very sensible approach, but there are much more profitable uses for an analytics tool.

Our after-sales Analytics & Conversion Optimisation service offers the opportunity for continual improvement of your conversion rates and online profitability. Without this service, the conversion rates of your site are unlikely to increase other than through the usual seasonal or wider external influences, purely by chance, and most importantly, without you understanding why.

We can help you:

- Drive sales and build revenue.
- Understand which levers to pull to increase revenue streams.
- Compare and improve ROI across different online channels - main site, eBay, Amazon etc.
- Enhance interactions with customers.
- Understand how to acquire and convert customers online.
- Improve ability to cross-sell and up-sell.
- Increase effectiveness of search and email campaigns.
- Improve usability and architecture of site to drive more traffic and actions.

We provide 2 basic types of on site conversion optimisation: A/B Testing, and Multivariate Testing. An individual test will focus on a particular area of your site, guided by:

- User-generated stats
- What you think - your knowledge of your business and customers
- What you want to sell more of
- What we might hypothesise will work better
- What your competitor's display
- What your customers tell you/us.

It should begin with a business question from you:

- 'How do we increase our Average Order Value?'
- 'How do we increase basket completion?'
- 'How do we increase sales of product X?'
- 'What effect will offering free shipping have on sales of product X?'
- 'Why do our competitors sell more of product Y than we do?'
- 'How important is next day delivery to people?'
- 'Which promotion will be more effective?'

We will then formulate a hypothesis, for example:

'Product description A will cause more people to add to their basket than product description B', or 'Layout A will bring a higher checkout completion rate than layout B'.

We then create another version of the page, according to the goal or hypothesis and undertake A/B testing where 50% of your visitors see the original page, and 50% see the revised version with a particular element, such as an image or headline changed. Or, on a larger scale, we might wish to see which Home page design is more effective, page A or page B.



We would use Multivariate testing where there are higher volumes of traffic, to bring faster results and test a wider variety of permutations - creating several versions of a page and changing multiple elements simultaneously – image, copy, headline, drop-down menu, and call to action, for example. The test is run until we're satisfied it has statistical validity and then the results are gathered, interpreted, and the winning option is implemented on the site once reasons for the result are understood to directly answer the business question you asked.

The service includes providing feedback on each experiment along with access to all of the data and results so you can login and view them for yourself at anytime. You can concentrate on running your business while we ensure the website's effectiveness and profitability.

You can choose from 4 different packages according to your requirements or budget, please ask for more details.

Rate card

Design:	£600.00 per day
Development (including integrations):	£600.00 per day
Project Management:	£600.00 per day

Hourly rate: £80.00

Dedicated hosting

Platform Updates & Maintenance, Support (per month):	£500.00
Dedicated hosting (including hosting support), up to 250 GB per month:	£550.00

Shared hosting (up to 30,000 unique visitors per month)

(including hosting support, Updates & Maintenance), up to 100 GB per month: £550.00

Optional / Additional Costs

Postcode Anywhere automatic address finder (paste into your browser for cost of credits):

<http://www.postcodeanywhere.co.uk/uk-address-finder/how-much-does-it-cost.aspx>

Verisign SSL Certificate with EV:

1 Year Certificate: £599.00

2 Year Certificate: £949.00

(we'll find best price at the time)

Analytics & Conversion Optimisation (per month):

Small: £1,200.00

Medium: £1,800.00

Enterprise: £2,500.00

Affiliate Network Integration (per additional feed, 1 included in price): £500.00

Additional Product Feed (4 included): £250.00

Amazon Product Feed Mapping (for upload of product info): £600.00

Copywriting (per page, up to 250 words): £150.00

Copy editing: £75.00

Copywriting Per product (up to 50 words, economies available): £20.00

Email Marketing / Newsletter HTML template design: £300.00

Delivery Management system integration(s): £500.00 each

Integration with back-office system / stock system: £ upon assessment

Mobile site development: £4,000.00

ESCROW: £1300.00 per annum

What you get

Complete website design, consisting of initial conceptualisation, design and HTML coding of homepage, up to 5 landing page designs, internal pages, all email notifications, menu system and site map

Aurora 2.0 E-commerce platform licence (for perpetual usage, one off cost)

Availability of all Aurora functionality as contained in the Aurora Feature list

Site planning (wire framing and IA) and production of detailed front-end spec, site build, any bespoke development

Feed integration & testing, up to 5 hours data import work, SSL installation & testing, integration with SagePay or DataCash & PayPal payment gateways, 10 pages of content entry (inc HTML)

Project management

Initial Aurora training

Process

Upon request, we will meet with you to ensure you fully understand our offering and our respective responsibilities, and that we fully understand your requirements and where we can help you.

Ahead of any meeting, we like you to provide some insight into certain areas so we understand where the issues are and how best we can help you. We use this, and information from our meeting to then compile a detailed proposal.

We will then present our recommendations, outline our solutions and give final pricing.

You will be shown the Aurora back-end and given an insight and initial instruction on how you will run the website.

Once the proposition is reviewed, understood and accepted and you agree to our terms of business and the pricing given we ask that you read, sign and return our Terms and Conditions document. You will also be asked to sign a Project Scope of Work document, detailing what we will be doing for you.

Full payment terms and stages of project rollout will be detailed in your proposal.

Timescales

The initial mock-up design production for the Homepage, and the Creation of the Front End and Bespoke Elements Specification Document will have around a 15 working day schedule from the date of confirmation of booking by one of our Project Managers.

Once these are signed off we create internal mock-ups (product listing page and product detail page).

After your agreement to the mock-up design, we will 'slice' and have your website developed and online within a further 8 -10 weeks (10-13 weeks in total) as long as we receive the required content from you when requested. Our project managers will set out timescales, detailing when we need information from you.

We will not proceed with any development until you're fully satisfied with the work we have produced, and will offer the opportunity for feedback at all times.

Migration (in the case of a redesign)

The first stage of migration is for us to understand exactly how the new system should work. In order to do this we like to spend some time with you actually going through everything that the existing system (front and back end) does, why it works that way and assessing how we can improve it or better implement it. It can be very useful talking to other members of staff too, as sometimes they have vastly different ways of seeing and doing things. We try to be more flexible than most companies regarding the exact specifics of how something works, especially front-end. We're trying to create a leading system and most importantly, clients hire us in order to increase sales, so we don't want to be so incredibly specific that we refuse to try an alternative method later on, as we're ultimately judged on results.

Along with understanding the entire back-end and front-end process, we endeavour to get an insight into company, buying cycle of product/s, gain a final audience profile, how the current website works, what's successful about it and look at key metrics in order to produce an effective redesign.

Our aim for every project is to see an initial jump in conversion, and then provide an ongoing service of conversion optimisation to perpetually help improve sales.



Track Record & References

We have a 100% record in increasing conversion rate, sales and profitability for our clients – **without exception.**

Every single redesign has increased sales and conversion rate

Officers Club conversion rate up by 588% on redesign

Quiz Clothing's sales revenue up 300%.

Moss Bros conversion rate up 59%.

Gym Company has seen conversion increase from 0.3% to 3.5% just from our redesign, further testing saw it peak at 6%.

PPC campaigns run at 15% conversion rate for Gym Company

Atlantic shopping sales up 30% on relaunch, conversion rate up to 9% at peak

Bridge55.com now sells 20 times as much since our redesign.

Best basket completion of over 80%

Best checkout completion of over 90%

Some references, as follows:

Des Brennan at Moss plc:

desb@moss.co.uk

<http://www.moss.co.uk/>

Adrian Higgins at Atlantic Shopping:

0121 230 1644

adrian@atlanticshopping.co.uk

<http://www.atlanticshopping.co.uk/>

Haroun Saleemi at Quiz Clothing:

0141 569 1544

harouns@quizclothing.co.uk

<http://www.quizclothing.co.uk/>

Vashi Nanwani at Diamond Manufacturers:

vashi@diamondmanufacturers.co.uk

<http://www.diamondmanufacturers.co.uk/>

Ben Nedas at Gym Company:

01373 455 350

ben@gymcompany.co.uk

<http://www.gymcompany.co.uk/>

Peter Harding at Fairway Furniture:

01752 474 420

PeterH@fairwayfurniture.co.uk

<http://www.fairwayfurniture.co.uk/>

Andrew Showman at Current Body:

0800 959 6565

andrew.s@ukdigitalcamera.co.uk

<http://www.currentbody.com/>

Andy Southall at Bridge 55:

01746 766 713

andy@bridge55.com

<http://www.bridge55.com/>

Testimonials

Paul Kennedy - <http://www.moss.co.uk/>

"The development team at Lost Ferret has delivered everything asked of them, had a first-class attitude and have been a joy to work with, completing tasks on schedule and without drama. Now that Moss has the platform in place that suits its needs the team is free to focus on results, and we look forward to working with the Lost Ferret team post-launch to achieve our ambitions."

Graeme Boulton - <http://www.theofficersclub.co.uk/>

"Our website is almost 6 months old and is continuing to produce excellent sales figures. Initially we saw incredible numbers and our concern was that it may just be due to the time we launched, which was towards the Christmas rush. But sales have held up very well even in difficult trading conditions and we have received excellent feedback from our customers regarding the ease of use of the site. We are continuing to improve the website with additional functionality and are exploring other options such as a mobile and AB testing to improve results further. Lost Ferret is enabling us to do this."

Steven Berke - www.xtras-online.co.uk/

"Lost Ferret came recommended to us by a number of people and we've certainly not been disappointed. We've now been live for a couple of months and have been delighted with the way the site has taken off. Lost Ferret have provided us with a highly professional, easy to use website that is visually first rate. The site has not only given us a strong online presence but has also enhanced our offline profile. Feedback from our customers has been overwhelmingly positive and this is no doubt due to the time Lost Ferret has taken to understand our business and target market. Mark, Tom and Neil have been approachable and pro-active and we've been impressed with how collaborative the relationship is. Overall, I have no hesitation in recommending Lost Ferret for the highest quality web design and development."

Peter Harding - www.fairwayfurniture.co.uk

"Just like that well-known fence treatment, Lost Ferret 'do exactly what they say on the tin'! From the initial concept designs, through to making our requirements a reality, the team have been great to work with! Understanding the nuances and peculiarities of selling

furniture, where nothing is ever as simple as it may at first appear, can't have been easy but we're delighted with the results and look forward to a long term relationship to grow and develop our online presence".

Adrian Higgins - www.atlanticshopping.co.uk

As a business we needed to upgrade our website but also wanted to develop the business to the next level. We particularly wanted to add database functionality allowing customers to refine their search to find the most appropriate product meeting their requirements.

Lost Ferret ticked all the boxes for us. We didn't want to be just another customer for a large web design company. Instead we wanted that personal touch with the attention. to match and we felt that with a smaller web company we would receive just that. From the start to finish, nothing was too much trouble.

We are delighted with the end product with our sales being increased by 30% overnight and a checkout completion rate of 86%. Aurora is just brilliant. It is so easy to use and more and more you use it, you start to realise it can do so much more - it is so intuitive.

But one of the things, which has impressed us the most, is something we had not really anticipated when choosing Lost Ferret. After going live the attention and support continues and really this is just the start for you. They continually strive to help you improve your sales and develop your web business and the service is outstanding.

Andrew Showman - www.currentbody.com/

"I had been aware of Lost Ferret (or CM as you see fit) for quite a few months and been consistently impressed with the high quality of the ecommerce websites they were producing. When Laurence I and started CurrentBody.com I felt so confident that LF would do a great job for us that I didn't feel the need to speak to other web design companies as Tom and Mark seemed to easily grasp what we were trying to achieve. They agreed to add some features to Aurora which we needed for CurrentBody. Once we had signed up, we were extremely impressed with both the logo design, and initial concepts drafted up for us after a lengthy initial meeting to exactly determine what we wanted on the site. Throughout the design process there was a lot of communication back and

forwards to refine the site, and this was done quickly and efficiently. The finished website has enabled us to go from a standing start to a level of sales almost double our initial estimates. We receive a lot of compliments from customers who say they find the site extremely easy to use, both in terms of finding products, and completing the one page checkout. Since the site launched we've worked with LF on further changes, such as our blogs written by two GB elite athletes which have also been done quickly and to a very high standard. I'm extremely glad we chose LF and look forward to working with them in the future as we develop the CurrentBody.com site."

Ben Nedas – www.gymcompany.co.uk

"We really couldn't be more delighted – from the first initial contact you have been an absolute pleasure to work with, and the results have surpassed even our own high expectations. Our site has paid for itself in 8 days and we're confident that your continued attention to the analysis of user data will ensure high level of profitability for our business. I can thoroughly recommend your services to anyone looking to make more money from the Internet".

Andy Southall – www.bridge55.com

"A chance phone call from Mark at a time when I was preparing to further develop my online business lead to a meeting and the relaunch of bridge55.com. The decision became simple, as a designer is only as good as his work and I was instantly impressed by the quality and functionality of previous websites. Both Tom and Mark also understood the vision and potential of the business.

I am delighted with the new site: the result speaks for itself. In particular I have appreciated a high level of service with regard to completing all the finishing touches necessary to make the site a true winner. As the business develops I look forward to a successful long-term relationship with the Lost Ferret team.

Two months on and I'm selling around 15 times what I did from the old site".

Philip Jones - www.festive-lights.com

"Since working with Lost Ferret over the past five months the Festive Lights team have been able to take the next step into the ecommerce world. Unique features that have been added to the site are, multi-currency, easier navigation and filtering which all our customers have reported are fantastic and very easy to use.

The finished package is superb and very user friendly.

The Lost Ferret team is very helpful and is always at the other end of the phone to advise us on any issues that may arise, quickly and efficiently. The Festive Lights team look forward to working with Lost Ferret in the future and build on our superb working relationship."

Tammy Litchfield - www.platinumdiamonds.co.uk/

"E-commerce agencies can either be your best friend or your biggest nightmare. Having dealt with several agencies both small and large, I can safely say that Lost Ferret is in a class of its own. There is a key difference between web development and ecommerce. Ecommerce is about making websites which will fulfill business objectives and exceed customers' expectations. To achieve that, an agency has to listen to their clients and be willing to go the extra mile. Lost Ferret achieves that with style."