



DCKAP eSessions For B2B/B2C Brands, Manufacturers, & Distributors - Aug 11, 2020

Discussion Panel- Differentiate Your Business Through Omni Channel Strategies

Watch Video Here: <https://youtu.be/SKLdkHOuUkw>

Catherine: To start in terms of the panel, we're going to be talking about the Quality Farm Supply project that DCKAP had worked on. We're going to hear from Matt Serwin from Klaviyo, who is the Senior Agency Partner Manager and the provider of Quality Farm Supply's email marketing solution.

And then Magesh Ravi, Developer Manager at DCKAP, who worked closely on the project with Quality Farm Supply. We're going to go through and just have a discussion with them on some of the things going on in the climate, as well as, experience during the project itself.

So let me go ahead and have you guys come on board. Thank you so much. First of all, I'm going to go and just introduce you, Matt, if you wanted to come on board. So just as an initial question to you, what has Klaviyo observed through the quarantine and how has it changed eCommerce, what would you say from your perspective?

Matt Serwin: Yeah, I think one of the big things once we went into quarantine, we started a portion of our site devoted to COVID-19 insights. So that was taking data, not only from our internal learnings, but also expanding questions out to our network on a daily basis and tracking it along the course as this has been going on.

And obviously something that we found was that there was a dramatic shift in purchasing behavior. In the early days, it was just like a total scale back on what people were purchasing. But over time, what we started to figure out is that different verticals and categories that we hadn't seen as much activity previously, started to really pop and what we kind of deemed those were new essentials. So you're starting to talk about different home goods, houseware items, consumer packaged goods that couldn't be procured from a local destination, puzzles, games, home workout

equipment, things of that nature. So you saw that really big dramatic shift after people kind of settled in and just wanted either a sense of normalcy or adapting to a new normal at home. But the bigger piece of that was the overall shift into eCommerce. We had a lot of conversations with brands that had not really looked at eCommerce at all previously, or maybe they were doing and splitting it like 50% of their time.

So as the reality of not being able to reopen and go into trade shows and different events, people really had to adapt the business quickly. And so that's where our team along with working with our eCommerce partners like Shopify, were able to stand those projects up very quickly and help brands that really might not have had a lot of experience in this space be able to communicate and effectively market their goods. So that was a really rapid learning in a short amount of time. But yeah, it's been exciting to see kind of how people have embraced it and gone forward.

Catherine: Yeah, definitely. I mean, obviously it's a bit of an 'adapt as we go', just considering the situation.

So yeah, I appreciate the insights on that for sure and then obviously since the initial talk that we were going over is in regards to the Quality Farm Supply project, Magesh, I'll just go over to you really quickly just in general. Obviously replatforming is always a challenge for any company to go through.

So I would just really love it if you could share some of the challenges that you saw or came across in terms of replatforming with Shopify and Cloras in regards to Quality Farm Supply.

Magesh Ravi: Yeah, sure Cathy. So in terms of replatforming here with Shopify, the biggest challenge that we had was with P21 integration and PIM integration, and some of the custom search functionality is what we did.

So in terms of P21 integration and PIM, we have done here with the help of Shopify and with some custom apps. We can't directly integrate into Shopify like other platforms because Shopify is a SaaS model. We have developed some custom apps, those custom apps and checks with the Cloras platform, as well as Shopify. Through the APIs, we sent all the data into the Shopify platform. In terms of PIM integration, we have imported all the products from triactive PIM to Shopify. So it is also done with the help of our Shopify App, which is prebuilt. In the Shopify API, it supports only a minimal number of requests at a time, but we have handled it in a different way with the help of an app to import all the products.

As we had around 15,000 SKUs in Quality Farm Supply, we needed to fetch all the inventory and pricing to Shopify with the help of API, this was one of the challenging

things. And other things here for Quality Farm Supply, we have integrated some custom search with the make model search and filters. And these are some of the challenges as the filter details we fetch on each request, we interact with PIM and then rebuild the search. This is why these are some of the challenging things which we've done in Quality Farm Supply.

Catherine: Yeah, I can imagine with having that amount of inventory in itself being a very large challenge to overcome. But yeah, those are some really great insights. You know, for everybody who is thinking of doing a replatforming project, I'm sure he has plenty of questions along the way. Matt, I'll go back to you then with another question, sort of around the same area in terms of B2B. So in your eyes, do you feel that it's possible to treat a B2B relationship the same as a B2C relationship, especially when thinking about marketing automation.

Matt Serwin: Yeah, this has been another really big standout kind of talking point from what we've seen recently. I know, particularly in the case of Quality Farm Supply, they had talked about their experience with Amazon and being on a marketplace really limits your ability to market effectively, whether you're B2C or B2B and what they figured out there really touched on Klaviyo's position around a concept we call owned marketing, and that's really having access to your first party customer data through acquisition and post-purchase and other ways that you've gathered and consented information from them. When you're selling on a marketplace like Amazon, you don't have access to that valuable data, which really shows you the value that it has because they're not giving you access to it, to go and remark it and build those relationships.

So thinking from that level and then kind of diving deeper, I do believe that it's absolutely possible to have the same type of relationship you have in the B2C space along with the B2B space. I know that's something that we've continued to work on while we were built primarily for eCommerce from the ground up.

We are continuing to add different features as we go forward for B2B and what we've found throughout the entire COVID experience as more B2B merchants have gone online and how to go fully devoted towards eCommerce. Then if you dig a little bit deeper, you do find that the B2B relationships in many cases are very similar in terms of how you treat the strategy for B2C, you're still talking about building relationships and trust and a specific vertical.

So in some cases there's actually more value to the B2B side, because you know what your audience cares about. They're obviously in an industry, very similar or aligned with what you're talking to them about. So you have relevant reasons to reach out and build that relationship. So that's where a platform like Klaviyo is really

able to help take that to the next step in terms of automating outreach in campaigns. To be able to build up these relationships at a time where trade shows are off the table, we can do zoom meetings, but it's sometimes not the same as how you've maybe functioned for years. So embracing the move to going on online and building those relationships out from there and nurturing them along the way is potentially going to offer even more value than it had in the traditional space. So, yeah, I'm excited to see where we go further with the B2B side, but definitely encourage people to dig in and understand what their brand means and what their target market looks like because what you're going to probably find is that it's going to function very much the same way.

Catherine: Yeah. I mean, certainly there's a lot of similarities as well as differences. So it's good to have some marketing insight from your end there certainly. We do have Blant on board here and just to go back really quickly to Blant. He is the co-owner of Quality Farm Supply, which is the project that we've been touching base upon here.

So I'll bring Blant Hurt on, just to ask you a quick question plant before we then have you go into your own discussion presentation on it. Would you mind just telling us a little bit about the digital transfer, change, digital transformation and changes that you're seeing in the farming industry in particular.

Okay. I guess Blant wasn't quite ready there. I apologize. Okay. So, let me jump over to you then Magesh, really quickly. In regards to the project, would you mind sharing some of your experience specifically about P21 and Shopify integration using Cloras and the process of that?

Magesh Ravi: Yeah. Sure. Sure. So in terms of P21 integration with the help of Cloras into Shopify, as Cloras act as a middleware where we can create our own flows based on the needs, and then using those flows, we can map all the fields which are required, which needs to be synched from Shopify to P21.

So these and all we can manage in the Cloras platform itself as it's handy. There is no need for any developer's help in future, but it can be handled in Cloras. And then in terms of integration, we have done it with the help of a custom app. And integration done is the inventory sync, pricing, and then order processing and order sync. These are some of the integrations which we have implemented here. Through inventory sync, we take the inventory from different warehouses and even other different company IDs we have mapped in P21, so we need to pitch everything, combine and update all the values in the Shopify. These are some of the things which are based on and which are done with the help of Cloras.

Catherine: Great. Okay. Thank you for the insights. Obviously it's good to get some behind-the-scenes information in regards to that sometimes too. So thank you very much. And then Matt, I'm going to go just back over to you really quickly in terms of new customer acquisition in particular, since that obviously is very important, especially considering the times. So would you have any kind of tips or strategy that you can share in terms of making the most of new customer acquisition?

Matt Serwin: For sure. I think it's been a curse and a blessing for a lot of brands right now where they've been able to acquire prospects very quickly through just natural pivots and what we've seen going online.

So if you're in that situation or looking to build from there, the two points that really remain relevant are that you want to start with a really strong, welcome series built out in Klaviyo. So that's going to set up a cadence of emails probably to go out what we recommend about a seven days time frame and then usually around three to four emails in that cadence, so initially welcoming them. And back to my previous point, we're talking about in a lot of these situations where you have a very specific type of product or vertical that you're in. So putting some really strong content that might not even be necessarily sales focused within that welcome series.

I'm talking about the history of your company, introducing your CEO or founder, giving anything that's really relevant in those early stages is going to help make a positive impression through that welcome series and then ultimately lead to visiting the site and then making purchases. From there, I think what you'd want to make sure is set up other automations that we offer, specifically with looking at like post-purchase, and after that first purchase is really key, being able to suggest cross-sell items with dynamic product blocks in the email template that feeds in from Shopify and being able to make those relevant connections so that you're delivering the right message at the right time for your audience.

And then kind of going back to, if you are looking at acquisition areas that you're looking to enhance, I think looking at the Quality Farm Supply site was really helpful for me to see if there's certain products that do particularly well. You might want to use a specific popup form for capturing information on that product or targeting with different segments once you've acquired, maybe VIP buyers that exist down the road, and you want to start utilizing that differently, but essentially you can take the signup form and popup forms and make them non-intrusive by using some of the technology that we have, so that you're actually delivering something of meaning to your audience, also capturing some new information so that you can continue to build that relationship.

Catherine: Yeah, definitely. And then obviously, not just acquiring the customer, but being able to grow that relationship too is a really important part of it, for sure.

Matt Serwin: Yep. Definitely a first step in a long journey.

Catherine: Yeah. Well, so, I guess just to kind of go back to you then Magesh, in regards to the specific project again, maybe you can tell us a little bit about why one would even need to have an integration platform. Why can't you directly integrate something and why is a solution like Cloras needed? If you can talk about that a little.

Magesh Ravi: Yeah, sure. When it comes to the topic of why we need a middleware like Cloras, with the help of Cloras, we have a platform where you can manage everything like the flows and the mapping, the fields, what are all the fields needed. In future it can be changed without the help of the developer.

When you go to custom and directly integrate into the platform, instead of having a middleware what happens is you need developer support and even it alters everything that is already developed. If you change the API, you need to go and touch the current code, correct working code, and if it affects, then you need to retest and fix all the things.

When you have a middleware like Cloras, you don't need to touch the core code, a code which is there and you can just change the APIs and you can just change the fields in the interface itself. So it avoids or reduces the time and cost even. With the implementation of new APIs and platforms like Cloras, it helps to add your own APIs whenever needed. Whenever, if in future, if you are shifting the system also, it can be easily done with a minimum cost and minimum time in the migration you don't need to do from the first. So these types of things like Cloras helps a lot.

Catherine: Yeah, definitely. That's good insight. Thank you for sharing that. And then I'm just going to go back to you again, Matt, real quick. I'm just curious. In the last couple of years, have you experienced any kind of specific shift in, not even in terms of the B2B and B2C in general, but in terms of how clients are interacting, in terms of their websites and growing, their strategies in regards to that.

Matt Serwin: Yeah, I think it's been really, even in a small window of time, it's been really interesting to see how people have continued to adapt. One of the reasons I joined Klaviyo is because it's a product first company based on engineering.

So, to see what we've continued to do in terms of not only making the power of the platform powerful, but also making it really simple to use. So putting different

prompts and things in there to make people have a first time to revenue and under their first 60 minutes of using Klaviyo was an internal goal that we have.

So, where that's actually gone to now is that people, brands or agency partners that are running client accounts, they're getting to the easier revenue generating items first, and now that's allowing them to explore the full host of tools that we do have access to. So going deeper with audience segmentation, going deeper with automated flows and different branch logic and things that can happen there, all relatively simple things to input, but you need the core foundation set up, you need the audience insights to have, and then you kind of keep building upon from there and what that's leading to, and now you see what we're within the product is a lot more focused on customer analytics tools.

So, being able to take this data once you have it and use it with your internal teams, really understanding where business is coming from, plan for the future and being able to visualize is all very simple. So that's really where we've seen a lot of our customer use cases change over time is that it's going exactly where we want it to.

They're getting stronger and more in depth with their strategy, which is obviously leading to better business results. So, I think everybody in that situation is obviously happy, but I think more so from us. We are just happy that people are using the full functionality of the tool at this point.

Catherine: Yeah, definitely. I can see how that would be a plus for sure. Awesome. What I would like to do then is just show the case study in regards to the Quality Farm Supply project that we were doing. Just obviously, so there's a little bit of context here as well in what we've discussed. So, I'll go ahead and share my screen for that part. And if you guys would just like to go offline here for just a moment.

Presentation: DCKAP has established Shopify experts, providing custom Shopify services beyond the standard integrations, which are tailor-made for specific requirements. On that note, we were delighted to help Quality Farm Supply with various eCommerce services to transform their digital business. Quality Farm Supply has its headquarters in Jonesboro, Arkansas, United States.

It is one of the largest providers of parts for production, agriculture, farm supplies, or tractor parts. They offer brands ranging from AgSmart, Baldwin Filters, Banjo, TeeJet, TISCO and many more.

Our certified Shopify developers and designers formulated a new optimized website with an enhanced user experience to fulfill Quality Farm Supply's expectations. The

design stage also involved an intricate process to provide a fully customizable Shopify site to meet the ever-evolving necessities of the client and the end users.

The team had implemented two types of searches. One, customers can search by entering product name, keyword, etc. Auto-complete will be available to select from the suggestion source or select the product that will be redirected to the product detail page. The second one search based on name, type, model, the search displays products related to the search parameters.

Also, the customers can further drill down the results using filters.

The difficulty in P21 integration with Shopify was solved using Cloras, along with a Shopify custom app. Information related to the product, inventory and price for each product and order information with automated PO numbers were synced to P21 from Shopify. Our Shopify experts had integrated the website with triactive PIM for managing the categories of all available products and its information. It got more interesting when the client could sync the products and category information in a single click using the Shopify custom app.

The ERP eCommerce functionality has been steadily growing in importance as online businesses flourish. Some of the unique positives that eCommerce businesses should look for while integrating their online platform with ERP programs are better online experiences, reduced errors, streamlined operations, fast synchronizations, better inventory management and no duplicate entries. Unlike the static website design they earlier had, the home page, CMS pages like contact us, about us, etc, product listing pages, product detail pages were designed to be intuitive and user friendly to retain the visitor in the site for a longer time.

Product listing page has some customized attribute filters, which allow users to search for products and have a better user experience. We use Shopify custom private apps and APIs to develop the following-

Custom mega menu

Category listing page

Product listing page sidebar

Our Shopify team developed a custom private app called PIM integration, which serves as a bridge between triactive PIM and Shopify. The product and category menus were managed and the information was synced in a private app with options to enable or disable. From a technical perspective, we created valid codes that comply with current web standards to ensure improved functionality and wider

accessibility for the customers. Appropriately placed interactive contact forms and enhanced shopping carts created a better experience for the website visitors. Quality Farm Supply is now equipped with a completely transitioned Shopify advanced store and high-level integrations to ensure a better customer experience.

In spite of the challenges faced, our technical team managed to hurdle through it with their expertise. Our Shopify experts have opened up a gateway for efficient business transactions for Quality Farm Supply's clientele. We managed to fix issues, increase the conversion rates, customer satisfaction, and the overall website performance as well.

Testimonials come across in an unbiased voice and established trust. It serves as a social proof for the quality of work delivered. DCKAP is delighted to have worked with amazing businesses like Quality Farm Supply. Here is what Blant Hurt, co-owner of Quality Farm Supply said.