

THE CHALLENGE

Fender needed a way to showcase the beautiful details of their products via 3-D modeling and to create a new way to connect with their loyal customers.

FENDER: OUR SOLUTION

With a full campaign and PR push the “Mod Shop” was open for business launching with 5 guitars that are configurable to customer preferences, including color, pickguards, pickups and hand orientation. Fender has consistently exceeded their annual goal for guitars sold on Modshop and they continue to expand their product offering with monthly enhancements. Fender is now looking into the future to expand into global markets and adding more personalized featured to Modshop.

LAUNCHED MAY 2018

SALESFORCE COMMERCE CLOUD

FENDER

AUTHENTICITY, CREATED BY YOU

PROGRAM OVERVIEW

3D Modeling

4 Products

8 Configurable Attributes

Promotional Videos

Live in North America

DESIGNED BY YOU - BUILT BY US

YOUR CHANCE TO CREATE A FACTORY-CUSTOMIZED MODEL MODIFIED
TO MATCH YOUR PERSONAL TASTE. SELECT YOUR COMPONENTS AND
WE'LL CREATE IT FOR YOU. GO FROM PURCHASE TO PLAYING IN 30
DAYS.

FOUR MODELS TO CHOOSE FROM



TELECASTER®

Authentic, classic



STRATOCASTER®

The tone heard round



PRECISION BASS®

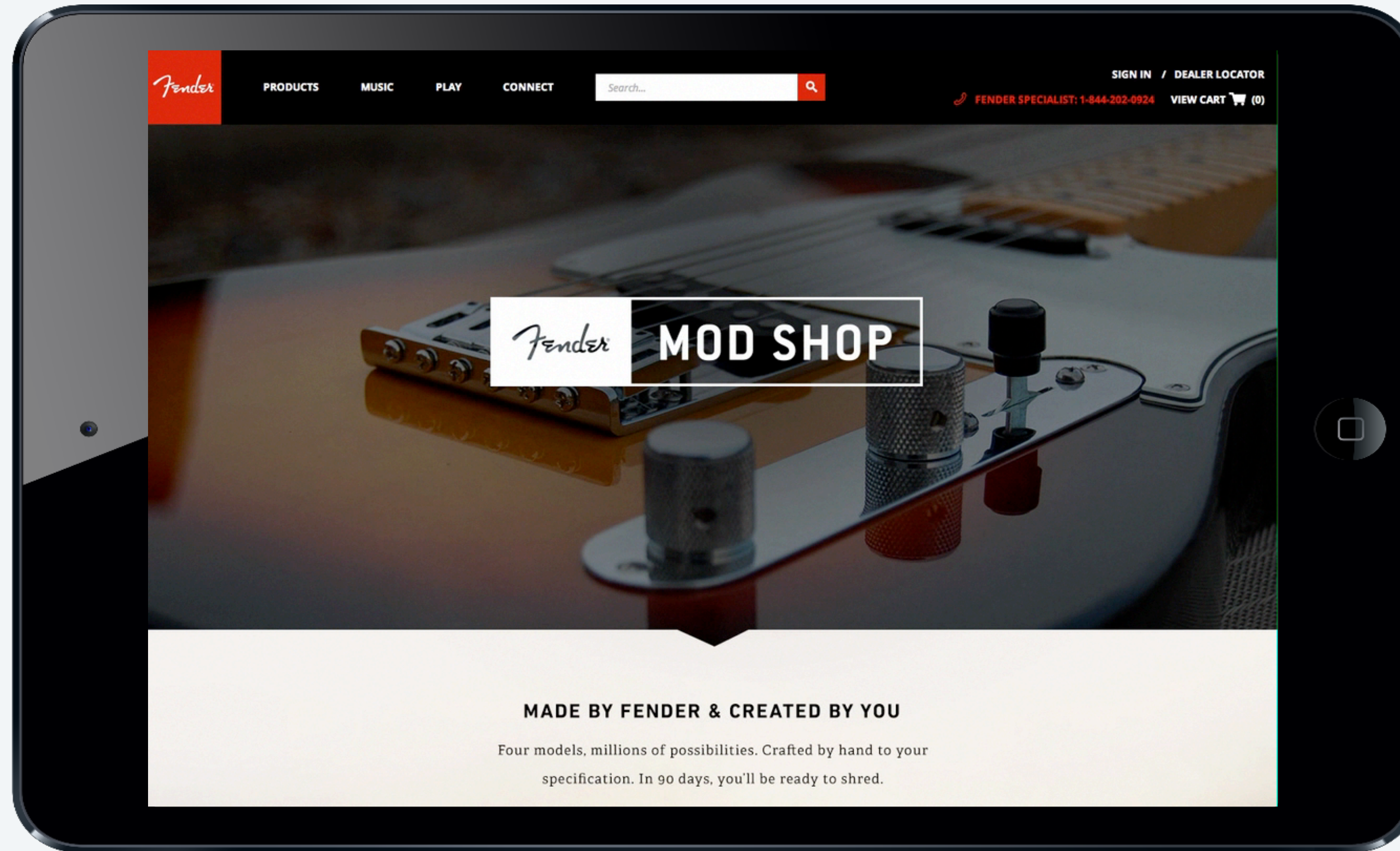
The sound of revolution



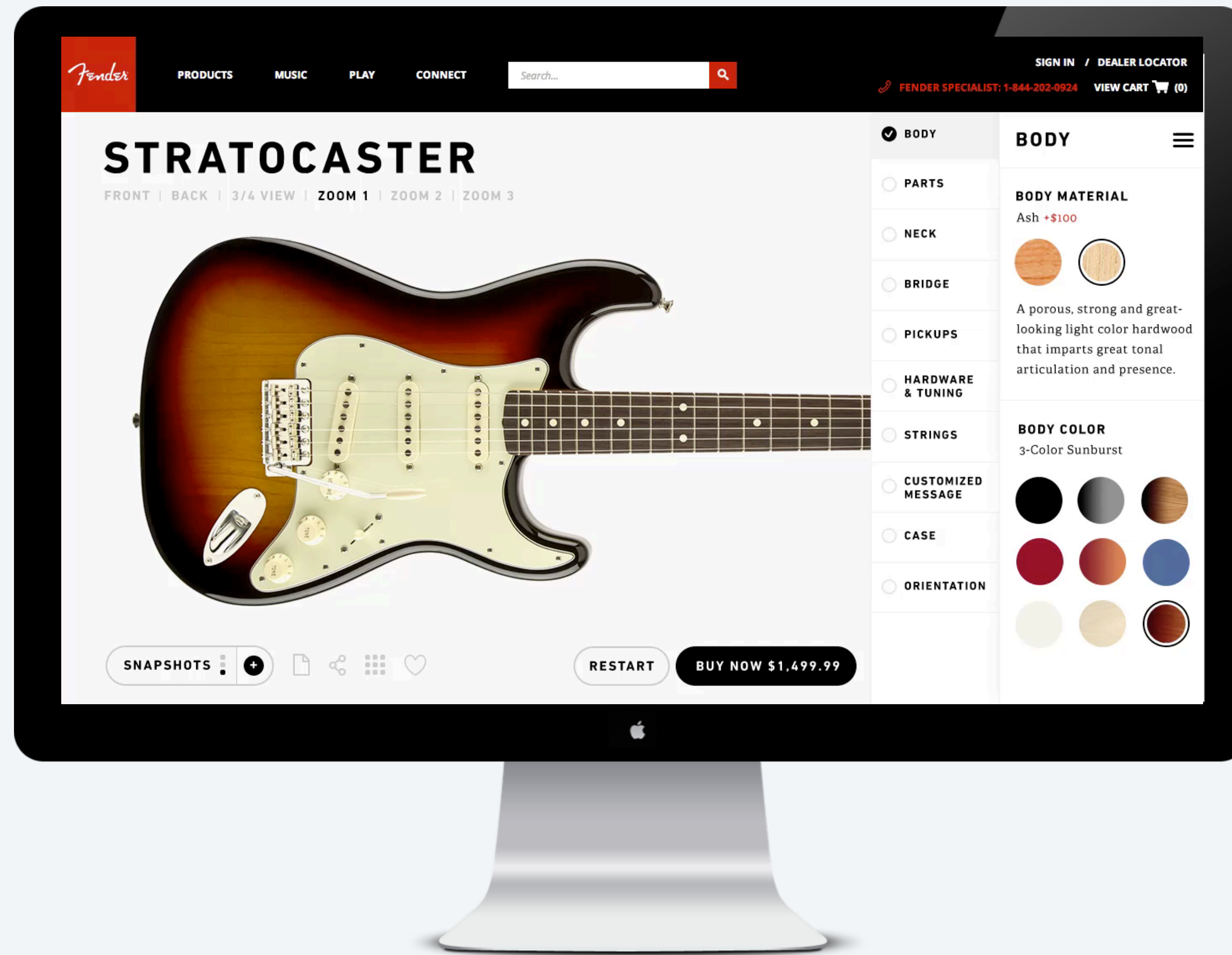
JAZZ BASS®

Tone to soothe the soul

CUSTOM LANDING PAGES



BEST IN CLASS CUSTOMER EXPERIENCE



FENDER: THE RESULTS

Add to cart rate is 12-14%
8% of Total Online Revenue

Consistently exceeds sales annual sales for guitars sold from
Modshop

Live in North America, looking to expand to EU & APAC