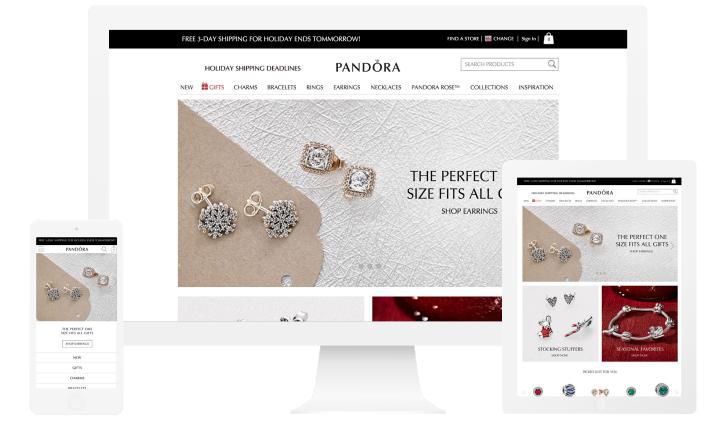PANDŎRA

Vision

Create an omni-channel go-to-market model for Pandora that seamlessly marries the brand's brick-and-mortar retail network with their online presence and enables global expansion.

Results

44%
Increase In
First-Year Site Conversion

64%
Increase In
Total Conversions

4.5^x
Increase In
First-Year Traffic

Charming Buyers

Once a modest jeweler's shop nestled in the bustling cobblestone streets of Copenhagen, Denmark, PANDORA is now the premier modern jewelry designer across six continents. The brand started with simple, original jewelry pieces, working alongside an in-house artist to create authentic PANDORA lines. After years of designing and hand-crafted artistry, they launched their first-ever charm bracelet campaign in 2000, a staple of their mix-and-match, customizable pieces.

When searching for a commerce provider, PANDORA selected LiveArea – attracted by our strong European presence and an ability create a sleek flagship store on the Salesforce Commerce Cloud platform. LiveArea's experience in omni-channel capabilities added value to the brand's solution and PANDORA was able to seamlessly marry their brick-and-mortar retail network with their online presence.

Global Expansion

We first launched PANDORA online in the UK, creating a modern flagship experience uniquely branded to outshine the competition. From there, we expanded their global digital growth by creating German, French, Swiss, Polish, Italian, and Dutch sites. Each digital experience uniquely promotes location-based omni-channel features with high-touch personalization to drive conversions.

When searching for a commerce provider, PANDORA selected LiveArea – charmed by our ability to leverage a strong European presence and create a sleek flagship on the Salesforce Commerce Cloud platform.

Key Features

• Cross-Market Adaptation

• Cart and Checkout Optimization

• Responsive Design

• Salesforce Commerce Cloud

Services

• Analytics

• Creative and UX Design

• Email Marketing

• Storefront Management