



When you operate in a niche market, you need to stand out. That was exactly what we did for Crunchyroll, courtesy Salesforce Commerce Cloud

INDUSTRY

Media and Entertainment



PRODUCT

Salesforce Commerce Cloud



SERVICES

Salesforce Commerce Cloud Implementation



MIGRATION

Shopify to SFCC



INTEGRATIONS

Stripe, Gpay, PayPal, Power Reviews, Avalara, Sezzel, ApplePay



Who is Crunchyroll ?

Founded in the year 2006, CrunchyRoll is a brand that specializes in providing Japanese Anime streaming services to its users both subscribers and guests. With locations spanning a diverse geography such as Culver City, London, Tokyo, Paris, New York City, Melbourne, Montreal, Berlin, Lausanne etc, CrunchyRoll made sure that rare Japanese Anime and Dorama classics were streamed to their subscribers and carve a niche in this unique segment of over-the-top streaming.



What set Crunchyroll on the path to meet etg Digital?

CrunchyRoll operates in a unique niche where the patrons of their services come from vast racial, demographic and geographic backgrounds but hold a common interest in anime and entertainment. With subscriber count growing Crunchyroll started facing unique challenges.



- ▶ Taking Multiple currency exchange rates and geographic differences in tax calculations into account.
- ▶ Accessing customer information such as shipping address, payment methods and other interests into became difficult with a growing subscriber base.
- ▶ Multiple countries have different preferred payment processors and methods taking all these into account became a major challenge for Crunchyroll.
- ▶ User Experience started to look dated, and the content was not being optimized for cross platform streaming. This resulted in a loss in subscriber count.

That was the point when Crunchyroll decided to set things right.

The solution proposed by etg

- ▶ Crunchyroll was based upon Shopify. Etg Digital helped migrate the entire inventory, subscriber lists, payment information and other specifics from Shopify, properly mapped to Salesforce Commerce Cloud.
- ▶ We improved the site aesthetics by designing and developing an optimized eCommerce platform optimized for cross platform streaming like Apple TV, Roku Box, Fire TV, Chromecast etc.
- ▶ Handling of Multiple currencies, sales taxation and GST calculation not only became easier but even automated, thanks to the SFCC Avalara integration that we did.
- ▶ There was a major uptick in customer satisfaction given ability to choose from preferred payment options. This was done by customizing Stripe cartridge and integrating them to SFCC which allowed subscribers to use popular options like Gpay and ApplePay.
- ▶ Our commerce cloud experts took the rule of buyer validation into account and integrated Power Reviews with SFCC which greatly increased their subscription renewals.
- ▶ Etg Digital commerce experts integrated Sezzel with SFCC which gave subscribers the flexibility to even choose the popular Buy Now Pay Later option.
- ▶ We developed separate logins and profile view modes for Guests and Subscriber logins which allowed Crunchyroll to offer personalized offer promotions and shipping methods to both.



What changed for Crunchyroll ?

Crunchyroll saw a MoM increase in new subscribers averaging

7-9%

With cross platform optimization streaming minutes increased by

17%

The platform saw a guest login increase by

13%

Average order value of existing subscriber increased by

21% on Quarter basis