



Integrations

NetSuite ERP, Braintree, PayPal payment gateways, Listrak for emails, Power Reviews, Avlara and Order Groove for subscriptions

Implementation

Complete implementation of SFCC to replace their existing platform which was on custom built legacy eCommerce platform

Migration

Product Catalog, Customer Information, Product line Items, price books etc. Onto the Salesforce Commerce Cloud

## Diet Direct

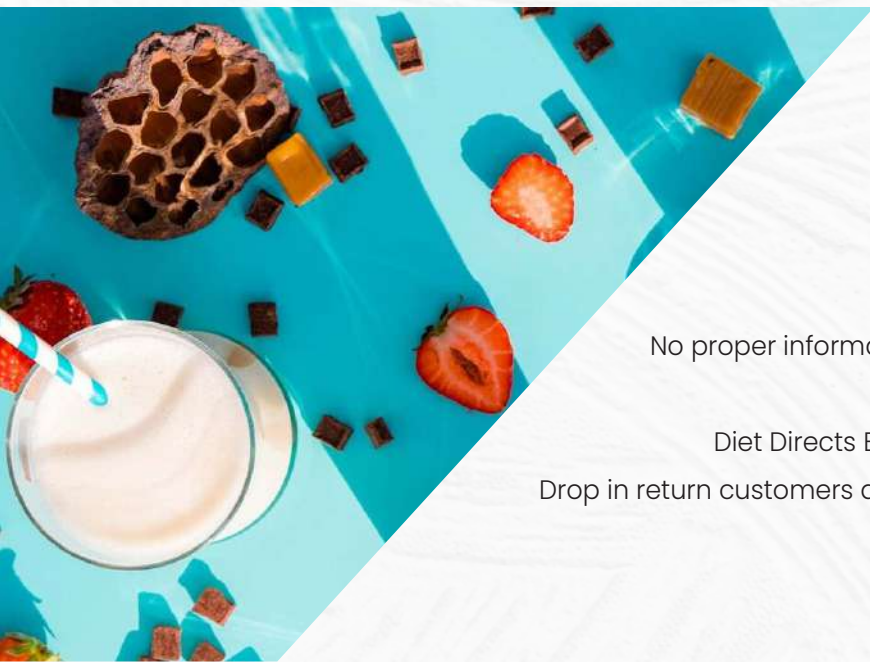
Diet Direct is a North Carolina based diet and nutrition supplement located in the historic city of Wilmington. They are a leading online source of supplying hospitals, nutritionists and physicians certified diet plans which they ship to their customers all over USA.

With their 100% customer satisfaction rate and their ability to supply products within the same business day the order is received. Diet Direct has carved out a niche in the space of diet and nutrition.



## Challenges

- Delayed Order Delivery to the customers location. ◀
- Blind spots of stock availability. ◀
- No proper information available with their customer service teams. ◀
- Increased Cart abandonment. ◀
- Diet Directs Branding and Customer engagement taking a hit. ◀
- Drop in return customers due to lack of personalized offers and promotions. ◀



# Solution

IMPLEMENTATIONS & INTEGRATIONS



# Result

75%

Increase in average order value

45%

Increase in Month on Month repeat purchases

20%

Subscriber list increased

27%

Reduction in cart abandonment rate

## Contact Us

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# etg digital at a Glance



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