Empee

CASE STUDY 02

WHOLESALE FABRICS · B2B · TRADE SINCE 1994

A trade site that *remembers you*

Relaunch strategy and design concepts for a wholesale fabric supplier moving to Shopify.

ROLE	SCOPE	STATUS
[Your role]	Strategy · CRM · UX concepts	Strategy proposal



01 — THE IDEA

Log in. Your usual fabrics are *already waiting.*

One click reorders the standard order. The site learns each buyer's habits and shows them only what they need.

+50%

Target lift in conversion over two years, on a rebuilt Shopify trade site.



Five customers, *five journeys.*

VIP accounts

A private portal, priority stock and one-click bulk reorders.

Regular buyers

Saved order templates and quick reordering.

Occasional buyers

Seasonal reminders and loyalty tiers.

Dormant accounts

Personal win-back outreach after six quiet months.

New prospects

Sample kits, no first-order minimum, simple onboarding.

Four phases, *two years*.

1 MONTH BEFORE

Pre-launch

Teaser emails, preview videos and early access for VIP accounts.

MONTH 1

Launch

Announcement across email, LinkedIn and Google Ads, with a first-order incentive.

MONTHS 2–6

Post-launch

Personal dashboards, quick reorder and customer-specific pricing.

MONTHS 7–24

Optimisation

A/B tests, abandoned-cart recovery and bulk-order pricing.



Two tools do *the remembering.*

Klaviyo

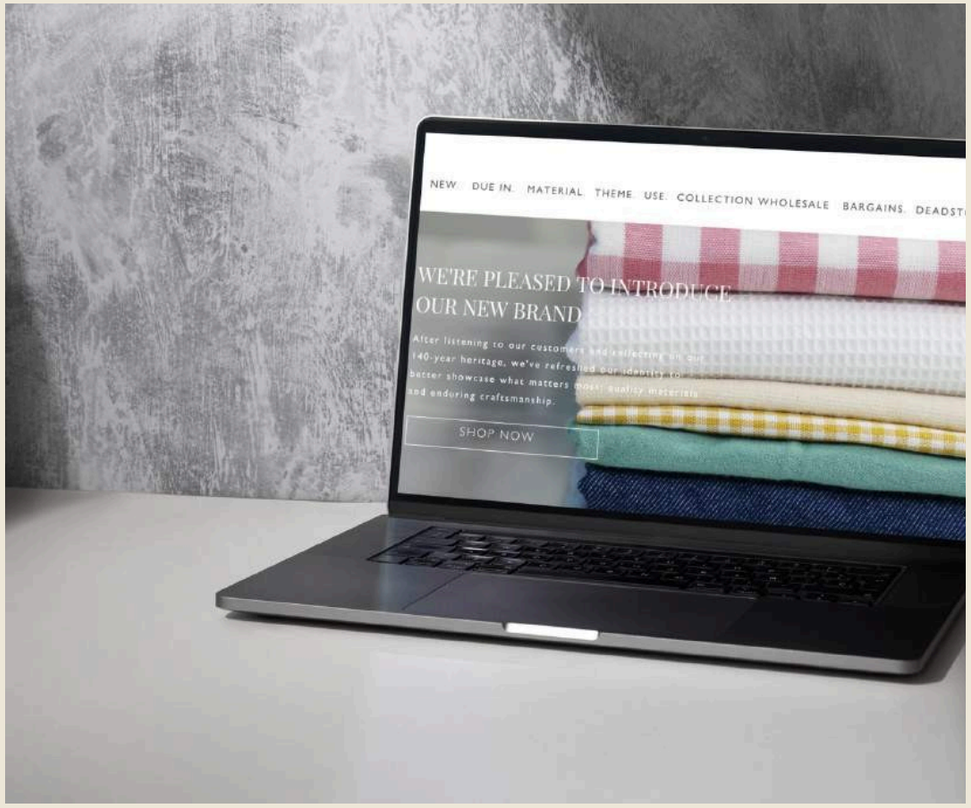
Email and SMS flows for each customer type: reorder reminders, abandoned carts, win-backs.

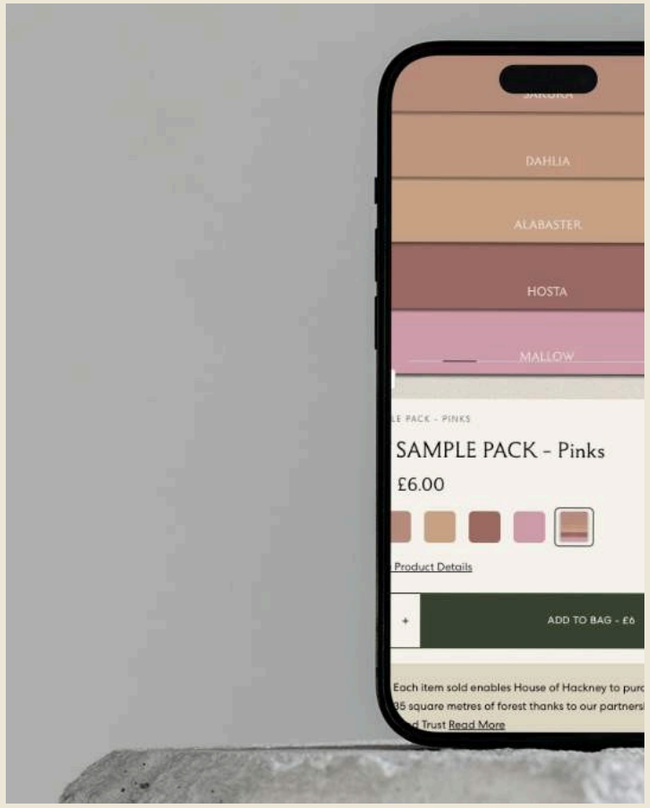
Lucky Orange

Heatmaps, session recordings and exit surveys that show where buyers get stuck.

Product first, *menus second.*

Clean navigation, product cards that lead with the material, and ordering that works on a phone.

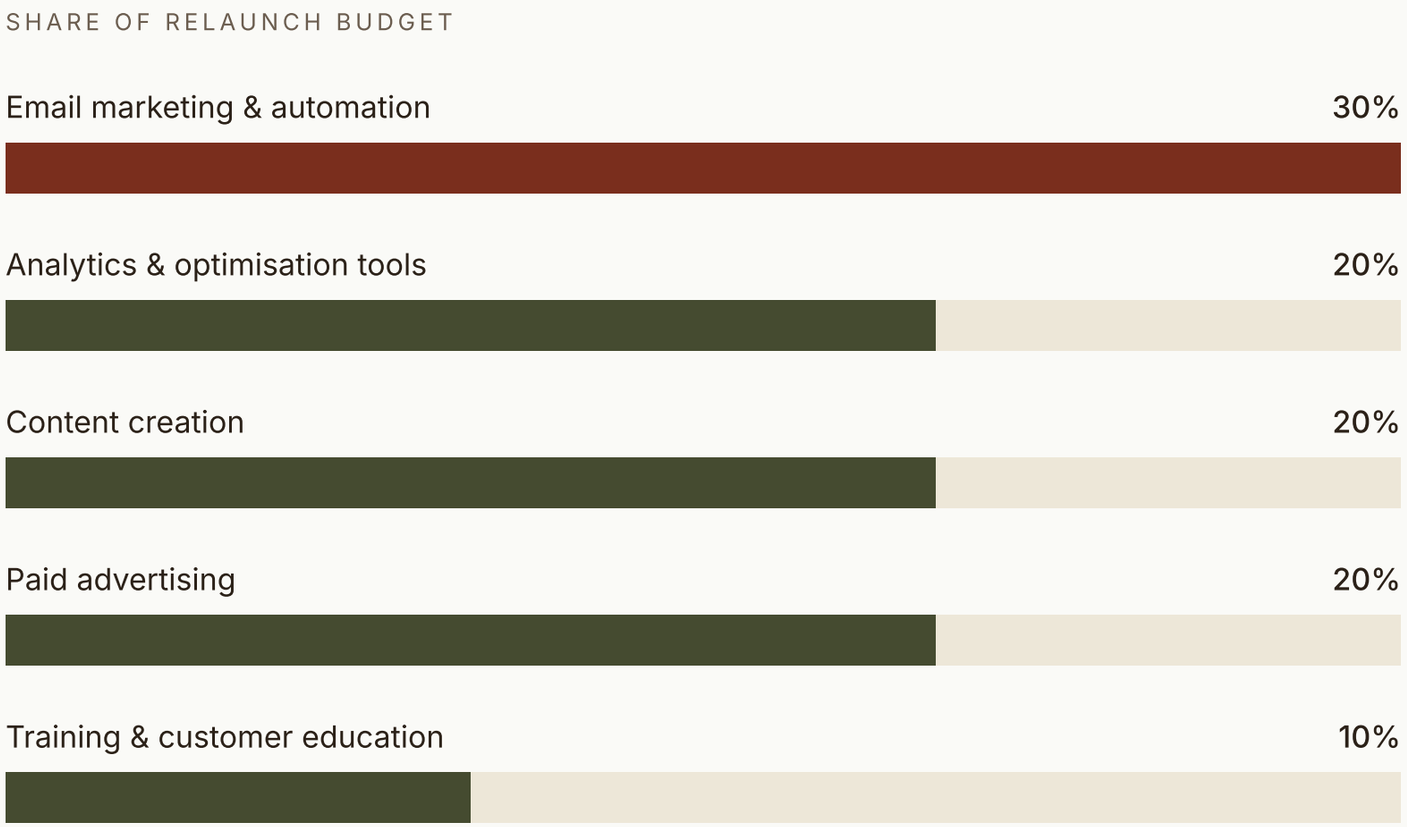






Most of the money goes to *the inbox.*

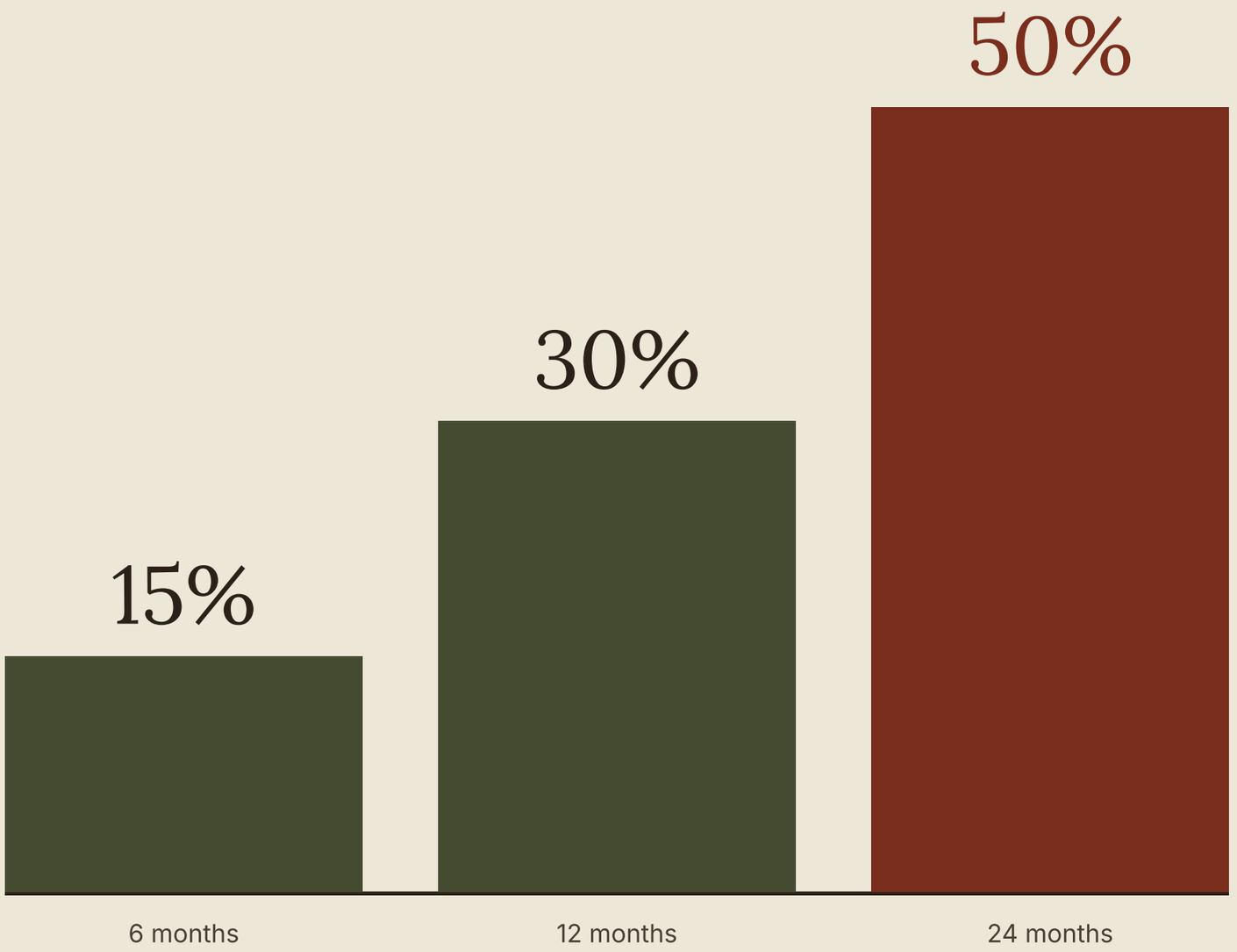
Email automation does the most work for repeat trade buyers, so it gets the largest share.



Conversion, *step by step.*

Targets set from industry benchmarks at the proposal stage. These are goals, not results.

TARGET INCREASE IN CONVERSION RATE



08 — MEASUREMENT

Three numbers to *watch*.

Conversion

Rate by segment, cart abandonment, time to complete an order.

Engagement

Return visits, search use and uptake of new features.

Revenue

Order value, lifetime value and cross-category buying.

Reviewed weekly for conversion, monthly by segment, quarterly in full.





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WHAT THIS SHOWS

Strategy that a buyer would *actually feel.*

Segmentation, a phased roll-out and a measurable budget, all designed in the client's own palette and type.

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[Your role on Empee]

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