

## Increase Sales Conversions

# Enhanced Merchandise e-Commerce Storefront

Refine the online workflows and user interface features to generate additional merchandise sales for your agency.

## Deer Archery Hunter



ODWC MA R112 Hat C

Collectible Card (option

Resident Deer Archery

Required for all residents age  
season. Valid for one either-se  
unless exempt.

Resident Hunting

Annual hunting license require  
licenses/permits may be require

ODWC 30 oz. Yukon Tumbler



ODWC Yukon  
Delta Duffle  
Pack - Large

\$55.00

+ Add To Cart

 BRANDT



Go Outdoors Oklahoma

# Merchandise e-Store

## Background

Brandt launched its new merchandise interface for Go Outdoors Oklahoma, a year after the merchandise e-store was first introduced.

Compared to last year, Go Outdoors Oklahoma saw a 640% increase in the sale of hats thanks to strategic cross-sells and packages while drinkware sales increased by 36% in their second year as a featured product.

“Our merchandise sales growth over this past year proves the public’s appreciation for our agency and representing our mission. It’s a great way for ODWC to foster our community of hunters, anglers and those who care for the land,” said Mike Chrisman, License Supervisor.

“Since the new interface enhancement for Go Outdoors Oklahoma, our average unit ring has increased by over \$5.00, and our conversion rate has increased by 178 basis points. This proves that the more high quality products we offer, the more likely Go Outdoors Oklahoma’s users are to buy them,” explains John DiFonzo, Director of Product Merchandising at Brandt.

Brandt’s e-commerce merchandise store introduces users to new product options, packaged with license sales workflows, to expand the state agency’s brand presence out in the field.

## Key Metrics



+286%

### Merchandise Sales

Current Period: \$52k

Same Period Last Year: \$13k




+200%

### Units Sold

Current Period: 2,000+

Same Period Last Year: 600+



ODWC 32 oz.  
Yukon Water Bottle

\$27.00

[View Options](#)



ODWC MA Unstructured  
Hat - Centered

\$20.00

[View Options](#)



ODWC 32 oz.  
Yukon Tumbler

\$25.00

[View Options](#)



ODWC Yukon 30  
Can Tech Cooler

\$130.00


[View Options](#)



ODWC Yukon  
Floating Gun Case

\$70.00

[View Options](#)



ODWC MA Richardson  
Hat - Offset

\$27.00

[View Options](#)