

OrganicPetBoutique.com Leads the Pack with Volusion ECommerce Software

Fast-growing organic pet product e-tailer expects sales to surpass \$200,000 within first year

Organic Pet Boutique, the most comprehensive e-retailer of organic pet food and products chose Volusion to launch a fully functional e-commerce site. The Organic Pet Boutique website handled more than \$2,000 in online orders during the first few weeks of business and expects to gross about \$200,000 in the first year.

Results

- www.organicpetboutique.com handled more than \$2,000 in orders within the first two weeks
- OrganicPetBoutique saved thousands of dollars in site design and SEO programs
- Reduced the risk of fraud and hacking incidents through Volusion's secure, PCI Certified platform

The Challenge

Pet lover Shana Bentivegna and her husband were alarmed by the numerous alerts of companies recalling pet food that contained toxic chemicals from China. The couple questioned what they were giving their pets and decided to pursue the safest and highest quality organic pet products for their two shih tzus. During their online search, they had a difficult time finding all natural pet products, so they decided to create a one stop shop offering only the best organic pet goods available.

The couple wanted to launch the web site in time for the holidays to take advantage of the heightened shopping traffic, so time was of the essence. As a start-up, there wasn't a budget for traditional agency web designers or an in-house site technician.

OrganicPetBoutique needed a simple, turnkey solution with shopping cart and backend infrastructure so the site could be easily managed in-house by non-technical employees.



Fast Facts

- Cesar and Milo, Shih Tzu rescues, are the inspiration for OrganicPetBoutique.com.
- OrganicPetBoutique.com offers over 150 organic pet products.
- OrganicPetBoutique also sells organic baby toys. Check out their YouTube channel, <http://www.youtube.com/user/OrganicPetBoutique>, for videos about their organic baby toy offering.

The Solution

After months of research, owners Shana and Len Bentivegna determined that Volusion's ecommerce platform was the "onestop-shop" solution they needed to sell online. They found it to be quite user-friendly. Volusion offered the following features and benefits that were critical to the success of the project:

- **Full Customization** – Volusion worked with the OrganicPetBoutique to determine the company vision and the ecommerce website designers created a beautiful homepage design and interactive website. Many customers have commented on the site's ease of use and wonderful layout.
- **24/7 Customer Support** – The 24/7 live support has been an invaluable resource for Shana Bentivegna. As questions arise, Volusion's representatives are ready to handle any issue.
- **Integrated SEO** – Included SEO tools make it easy to optimize any Volusion site. Shana consulted with third party SEO experts and found that Volusion's platform had all of the tools already built-in, saving her company thousands in program fees.
- **Integrated CRM** – With an advanced ticketing system and all-in-one admin area, OrganicPet-Boutique can manage the order process and customer experience from a single area of the store.
- **Email System** – Built-in email and newsletter system keeps dedicated pet owners on the forefront of new product news.
- **Stringent Security** – Data is secured against theft or manipulation with integrated IP blocking, 24x7 surveillance and advanced encryption. PCI/CISP certification also ensures maximum protection of card-holder data. Volusion provides OrganicPetBoutique with a guarantee that their customers' credit card information is securely protected and stored.
- **Unlimited Scalability** – The easily-scalable architecture with advanced load balancing & dynamic resourcing helped OrganicPetBoutique meet its demanding spikes in traffic.
- **Mission Critical Hosting** – With 100% redundancy, virtualized hardware-independent systems, and continuous data backups with data clustering, Volusion offered OrganicPetBoutique.com the same technology infrastructure that powers systems for financial institutions.

Our Site

Like most animal lovers, Shana and Len Bentivegna, started worrying about the products pets were consuming, when pet food product recalls gained notoriety.

The Bentivegnas wanted to provide their pooches with the highest quality organic foods, but after much research, this proved to be a tall order. As a result, OrganicPetBoutique.com, the most comprehensive e-tailer of organic pet food and products, was born.

After joining Volusion, storeowners Shana and Len Bentivegna received over \$2,000 in orders during the first few weeks. Even better, they're expected to gross about \$200,000 in the first year!

The couple wanted to launch their new online store in time for the 2009 holiday season in order to take full advantage of the busiest shopping season of the year. "We began making money right out of the gate. Our concept has been embraced by pet lovers all over the country!"