



# PROJECT CASESTUDY

DATA CURATION INCREASED  
REVENUES FOR COASTAL FARM &  
HOME SUPPLY, LLC

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Shopping of essential farm & home supplies is made convenient for thousands of customers by veteran retailers like Coastal Farm & Home Supply, LLC entering the realm of e-commerce. Their product range includes clothing, sporting accessories, pet supplies, farm equipment, etc.

Founded in 1963, the company continues to operate in the USA. Apart from its business interests, the company is also quite active in community support programs like local humane societies, food banks, etc.

## CHALLENGED FACED

The company runs its own online store but was plagued with a range of issues concerning the management of the store that included:



**Missing product attributes** - The listed products had insufficient product specifications & inadequate product descriptions.



**Poor search index** - customers faced difficulties finding the required product since the listed products weren't grouped.



**Business Impact** - As a direct consequence, the website faced low online traffic & decline in the number of website visitors.

## APPROACH FOLLOWED

AltiusNxt Technologies offered its professional assistance in meeting the above-mentioned challenges with guaranteed better results. A team consisting of specialized product content writers & expert SEO analysts was formed. It was proposed to apply data curation techniques to the listed products.

A standardized quality check was performed by experienced professionals before the final submission to Coastal Farm & Home Supply, LLC.

## SOLUTIONS OFFERED

The expert team from AltiusNxt Technologies provided an effective form of product data classification and data enrichment. Based on the hierarchy strategy of the retailer, the listed products were grouped into Clothing & Footwear, Sporting & Outdoor, Home & Garden, Pet & Animal, Farm & Fence, Hearth & Stoves categories. Each product was listed with proper product description & other attributes.

## BENEFITS DERIVED

As a result of effective solutions offered by AltiusNxt Technologies, Coastal Farm & Home Supplies, LLC was able to witness visible changes in:



**More website traffic-** Better search index brought more inflow of online traffic



**Better customer outreach** - With enriched product data, potential customers could be identified



**Improvement in sales conversion** - Ultimately, the sales conversion rate increased significantly.





# CONTACT US FOR FURTHER INQUIRIES



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