



The GLD Shop Case Study

Everything eCommerce boutique

How bukapps helped The GLD Shop to reach the leader position in Men's Urban Jewelry.

The Story starts in October 2017.

A long-term business partner (Mark E. Seremet) asked for our assistance in developing a dedicated 3D visualization tool. For the most crucial products offered by **The GLD Shop**, such as custom pendants.

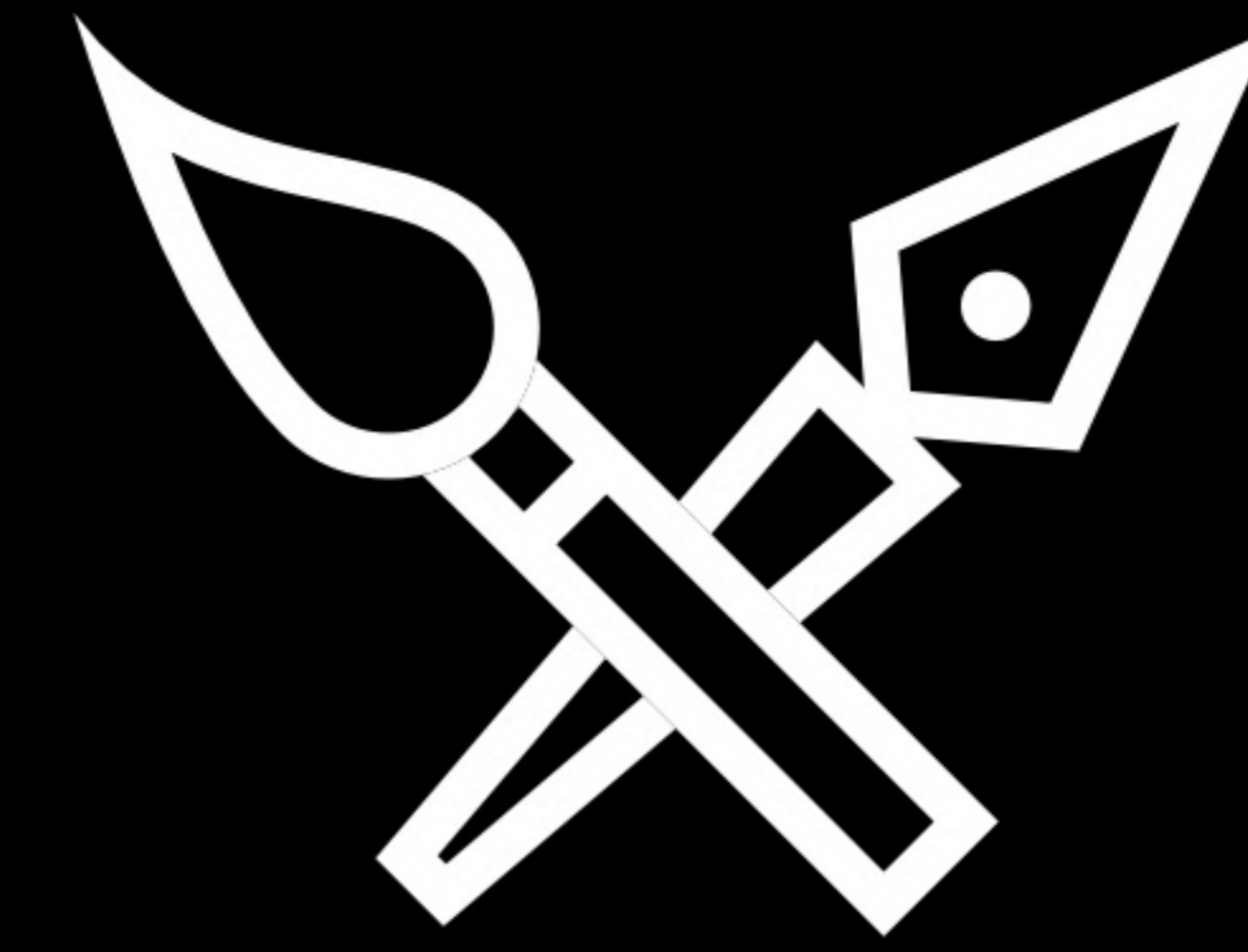
Once we delivered such quality solutions, we created a possibility to extend our cooperation. We demonstrated a proactive attitude and suggested a comprehensive audit of the online store. Business analysts and UX designers prepared a meticulous analysis for implementing a strategy for the future.



Next steps? Getting serious.

As a result, it solidified our position for the next years of cooperation in the field of development.

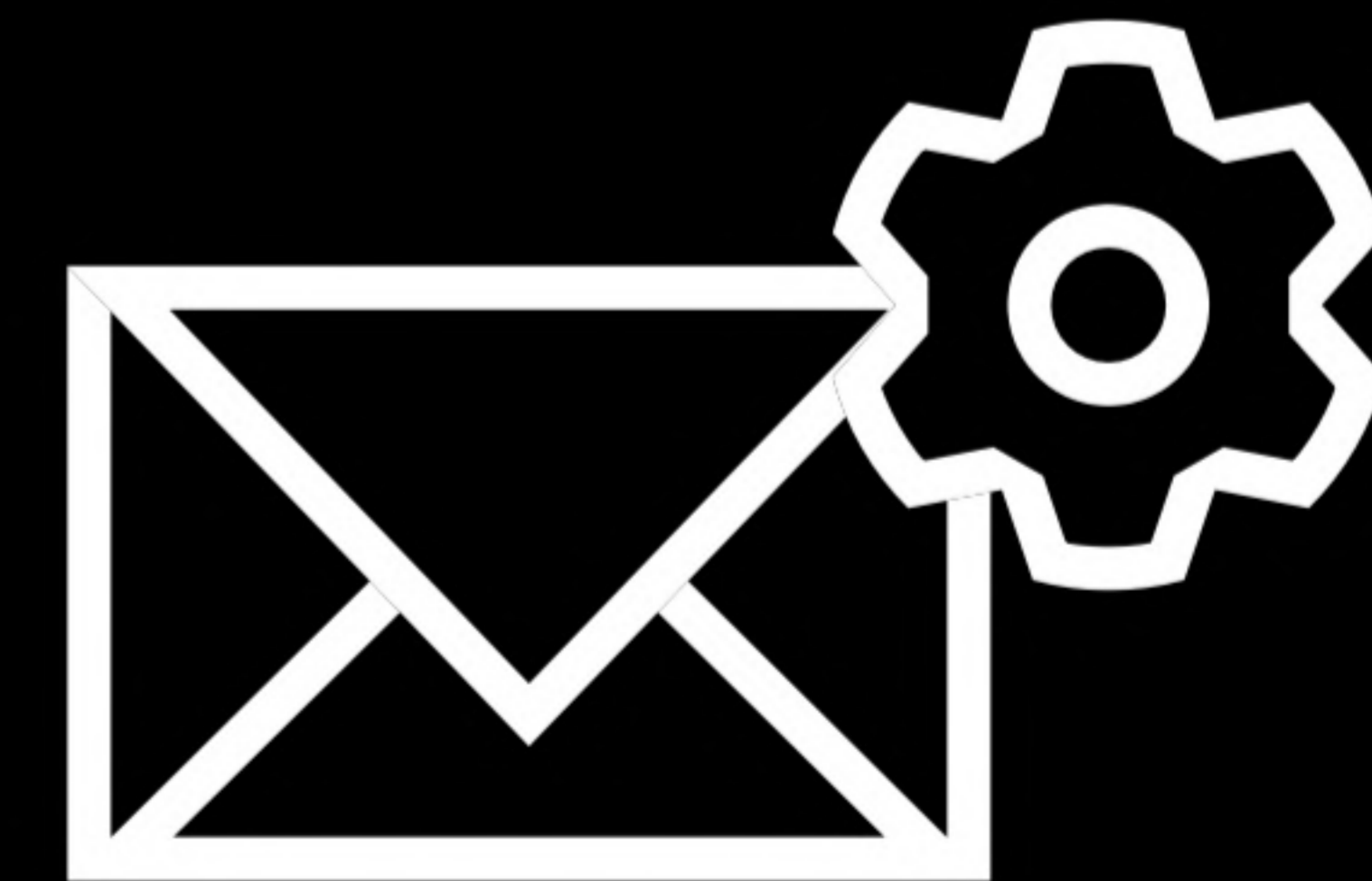
By expanding business areas to develop **The GLD Shop**, over time, we grew organically with more specialists. We invited a Graphic Designer, SEO Specialist, Marketing Automation Specialist to join the team.



Graphic Designer



SEO Specialist

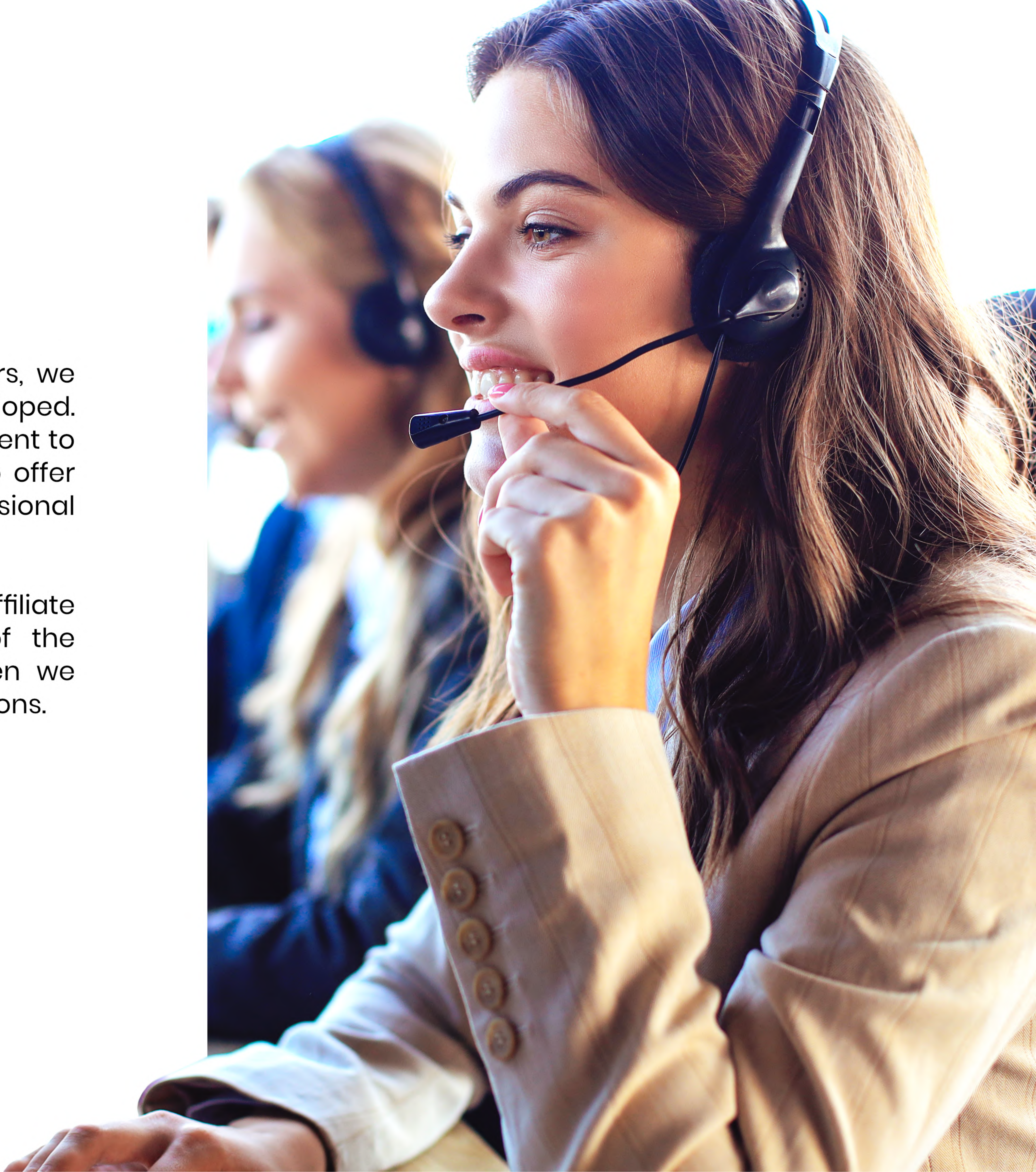


Marketing Automation Specialist

Stepping outside the comfort zone.

In 2020 along with **The GLD Shop** owners, we noticed another area that could be developed. We opened a Customer Service department to strengthen the already existing Team to offer customers a faster and more professional customer care.

During that time, we took over the affiliate program and also became a part of the Business Development Department. Then we created a tool to measure backend solutions.



To dictate the style of Jewelry brands.

The unique style of our Lead Designer has been duplicated by **The GLD Shop's** competitors to this day.



THIS SEASON'S FIT

25% OFF

COMPLETE THE LOOK

USE CODE: **FIT25**



Miami, our second home!

We decided to implement a strategy to gradually scale and add specific areas of eCommerce business to grow the significance of **The GLD Shop** with natural results.

With that, **bukapps** and **The GLD Shop** established a partner relationship. Team members regularly visited HQ in Miami, FL to take part in cyclical workshops. The relationship between both companies evolved and lifted us to the place where we are involved even with the supply chain communication.

All stores functioning processes we dealt with have been professionalized.

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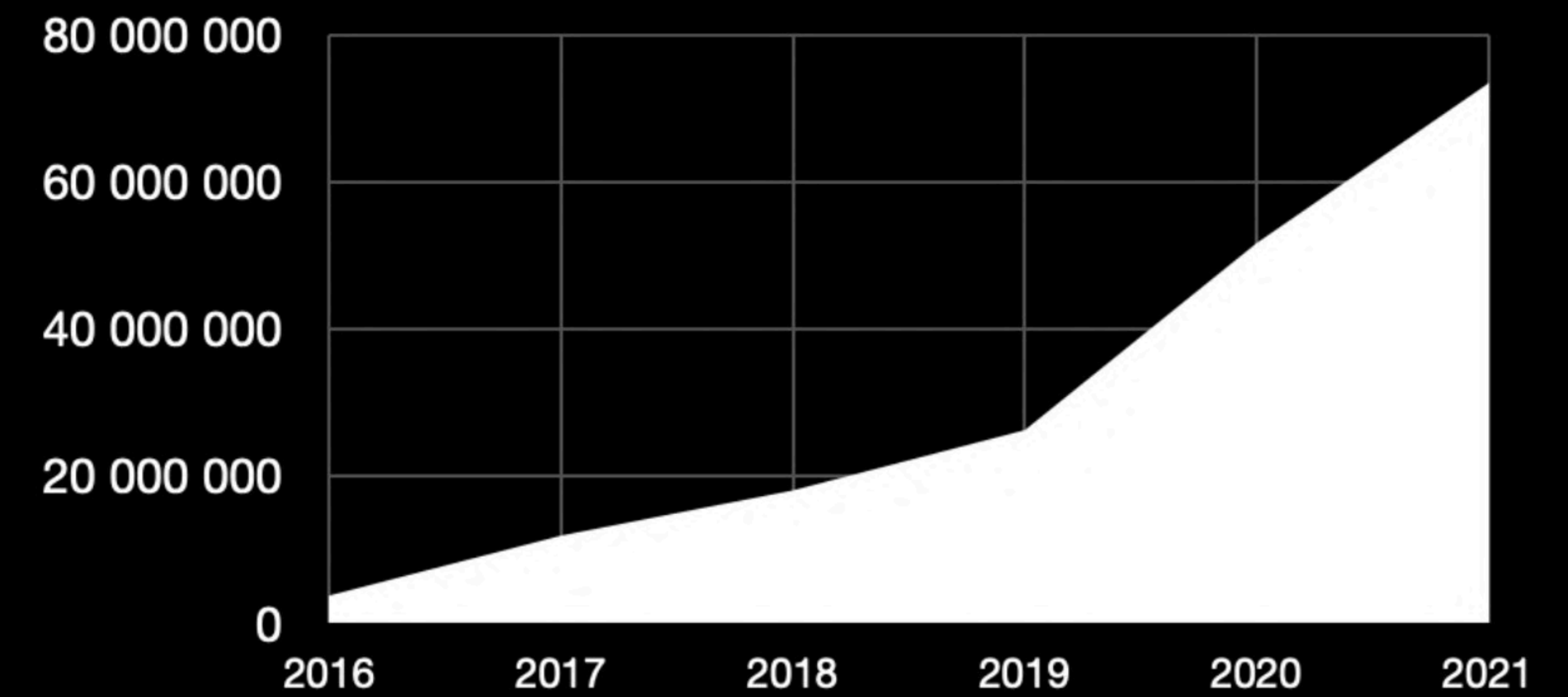


Data doesn't lie. Ever.

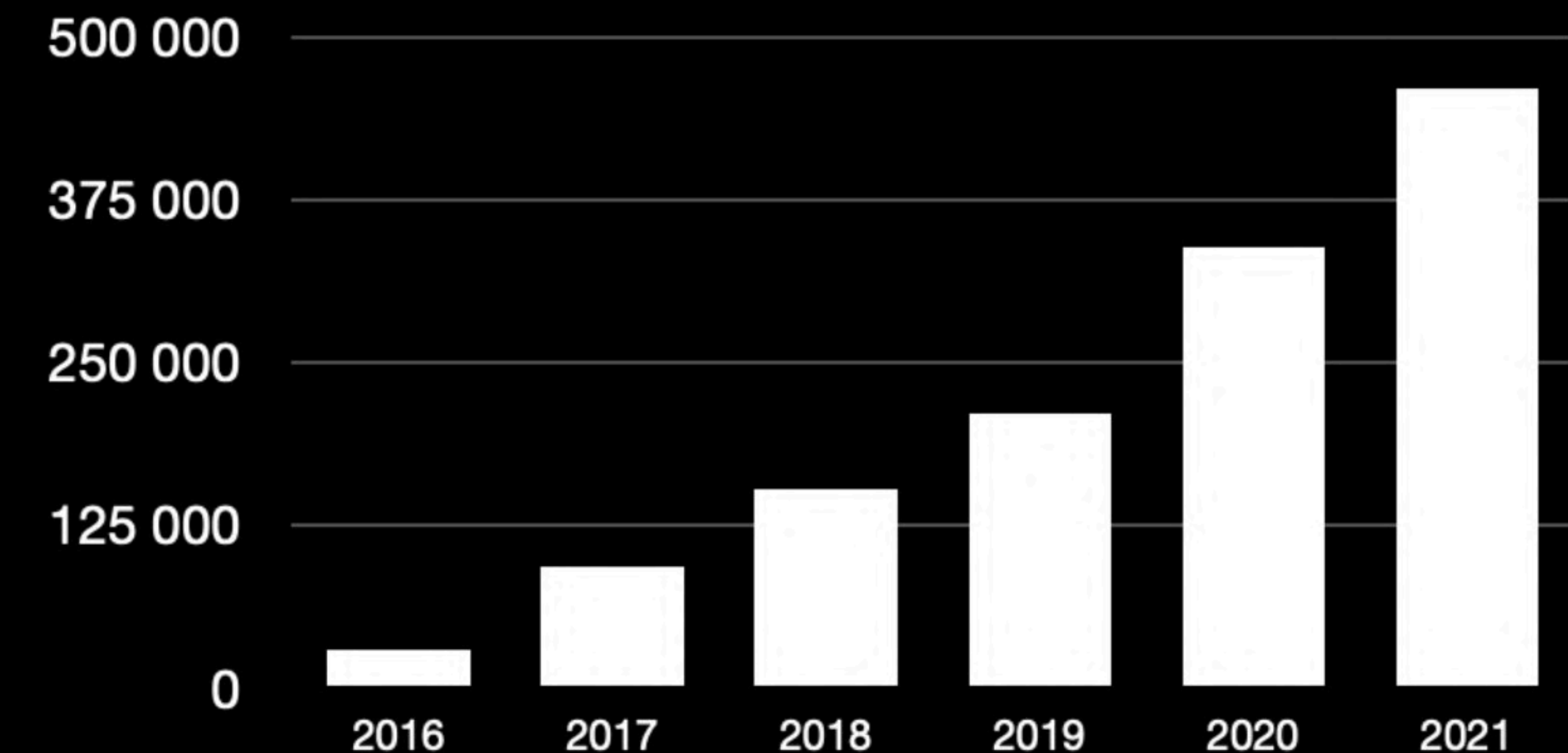
The **GLD Shop** and **bukapps** collaboration is thriving and is built on trust, respect and results generated by the store, which is continuing to grow.

Currently, **The GLD Shop** is the undisputed Men's Urban Jewelry leader. In this instance, the numbers do talk.

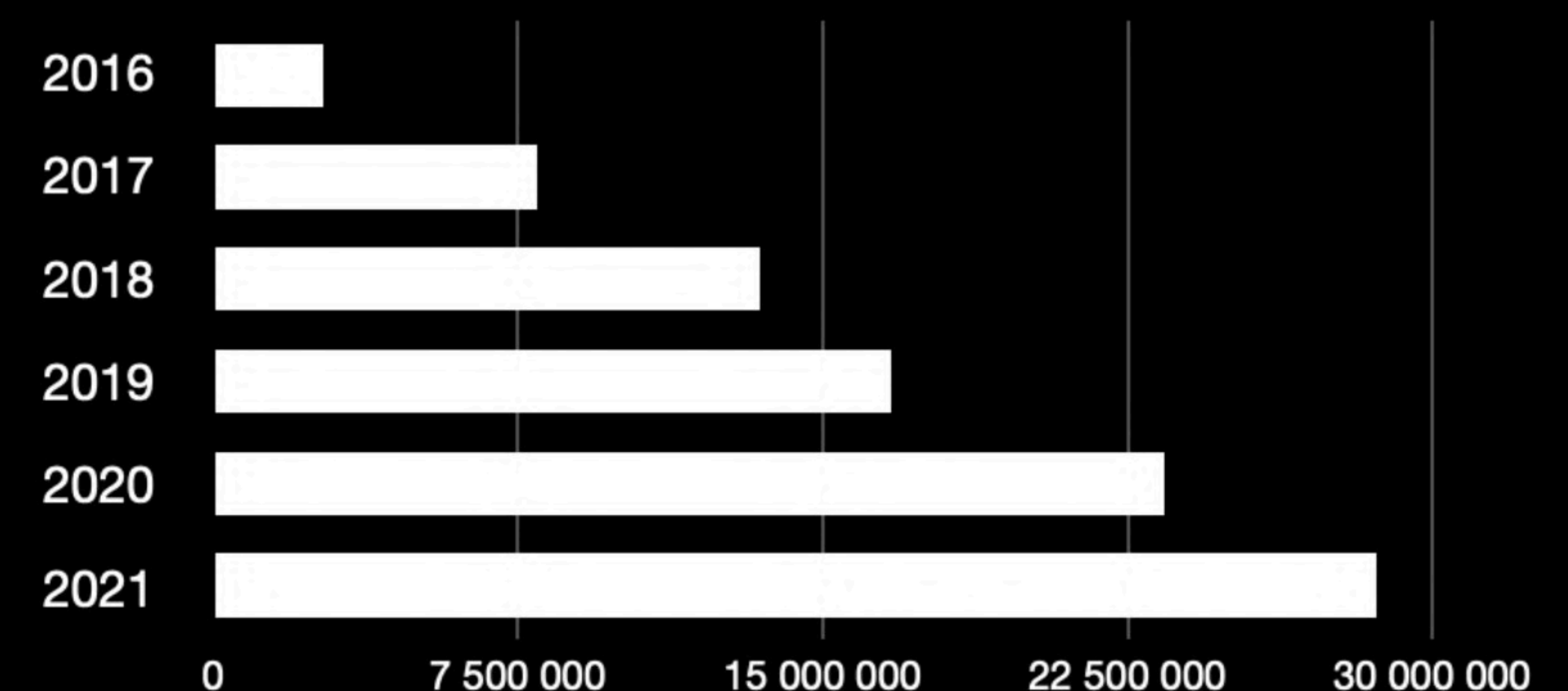
Sales



Transactions



Visitors





The outlook couldn't be more bright.

Thanks to the competences acquired since 2017, **bukapps** attained expertise across all crucial eCommerce activities and became a confident eCommerce boutique.

With our unique structure, broad experience and a team of A-players we feel confident in building the future.

Everything eCommerce boutique





www.bukapps.com