

About Our Client:

The founders of Kembrel knew one thing from their own experiences as student shoppers: while students love looking at the latest clothing offerings and eating at the newest restaurant, their budgets often didn't allow for it. So Kembrel was born as an online club that offers flash deals and pop-up shops to students for a fraction of the cost cash-strapped undergrads would normally spend. Now with over 400,000 members, Kembrel is dedicated to delivering excellent deals and other permanent benefits to their student members.

The Challenge:

Kembrel came to Creatuity with an existing Magento eCommerce store that didn't fit their expanding online club and the growth of their online offerings. The company wanted to change that with a Magento redesign that focused on new functionality for their club members and added new features to keep pace with their new deals. In particular, Kembrel wanted to enhance their Kembrel Club members' online experience with a redesigned site that made redeeming Kembrel's deals simple and fun.

The Solution:

Creatuity began the project by designing a custom Magento extension that fit Kembrel's needs. Specifically, Kembrel wanted the redesigned extension to showcase exclusive content for the members of Kembrel's online club and the new features it had designed for these members. To accomplish this, Creatuity's development team built a custom Magento template from scratch and then implemented this front-end design swiftly in collaboration with the Kembrel team. In addition, Creatuity developed a custom module for redeeming deals offered on the site, streamlining the process to make sure the site was offering their customers the best online experience possible. This new module helps encourage repeat member traffic for the site and strengthens Kembrel's brand as a great online resource for the budget-conscious shopper. Following the launch of the crisp new site, Creatuity also provided further Magento support with training and technical fixes, to make sure the Kembrel team was completely satisfied with their new eCommerce solution.

The Results:

- Redesigned site has enhanced online club member experience immensely and has helped draw new traffic to the site
 - Site functionality greatly improved, allowing client to host more content and partner with more organizations than ever before
 - Training and support provided has given Kembrel the tools it needs to continually improve its eCommerce experience
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Client Profile

Founded: 2010

Location:
Philadelphia, PA

Size: 20 employees

Industry: Online retail, pop-up shops and flash deals

Services: Magento design and development, Magento support