



[www.thingsremembered.com](http://www.thingsremembered.com)

## Extending Branding to Things Remembered's New Site...

### Situation

Things Remembered, a retailer of personalized gifts, had launched a new branding campaign including new corporate colors, logo, and identity. The company approached Rosetta to extend the new branding to the website. The timeline was compressed because the new site had to launch in time for the holiday rush.

### Solution

Since the cornerstone of Things Remembered's business is engraving, an easy to use personalization and engraving process was crucial to the site's success. Rosetta created a custom personalization tool which allowed customers to see online exactly how their engraving will appear on the product they purchased. The new site was also created with flexible design to give Things Remembered the ability to run promotions on different products, key words and services. Their business and eCommerce teams can react quickly to new e-marketing campaigns and strategies. The new design also encompasses best practices in search engine optimization and usability making the site easy to find and easy to use.

### Results

- By adding alternative payment methods like Bill Me Later and PayPal, Things Remembered saw an immediate 4% increase in conversion on the first day in operation.
- Initial tests also showed the new site's load time was 33% faster than the previous site.
- Customers have quicker access to information, which can lead to increased conversions and revenue for the website.