



Case Study

Atlantic Wall Blanks

Custom e-Commerce Solution

GOAL

We were approached by Robb Walters, owner of Atlantic Wall Blanks in the Summer of 2012. His company was performing well, but was bound by the constraints of being a phone-only business. Like every small business owner, his goal was to increase sales while reducing the time spent generating leads and taking orders over the phone.

CURRENT METHODS

Telephone sales only (Monday through Friday 9 to 5pm).

SOLUTION

After performing an analysis of his competitors as well as studying customer trends and habits, we designed and implemented a full-service e-commerce solution that gave him granular control over every aspect of the business. Prior to the webstore, his customers needed to know exactly what they wanted before they called. Now, they have the option to search for the precise item, see high-resolution photos of each product, read detailed specifications, and most importantly, see reviews from other customers to provide complete confidence in the sales process.

RESULTS

By combining off-the-shelf solutions with custom programming, Lost Tribe Media was able to create an online presence that exceeded even our own estimations. Since implementation, Atlantic Wall Blanks has seen a 24% increase in sales as well as a reduction in shipping costs by connecting the store with UPS WorldShip to ensure accurate shipping quotes. That's equated to an almost 900% return on investment!

Atlantic Wall Blanks is a leading producer of blank ammunition for the TV and Film industries. They can be found on the web at www.atlanticwallblanks.com

“My experience working with the Lost Tribe Media team has been very positive. Being completely new to a web store and what it takes to operate all of the components they have been very helpful with all of my questions. We used to take all orders by phone, but now takes about 75% of the orders, allowing us more time for day to day operations.”

- Robb Walters