



DOI. UNDERSTAND HOW TO ACHIEVE A 10 FOLD RETURN ON INVESTMENT

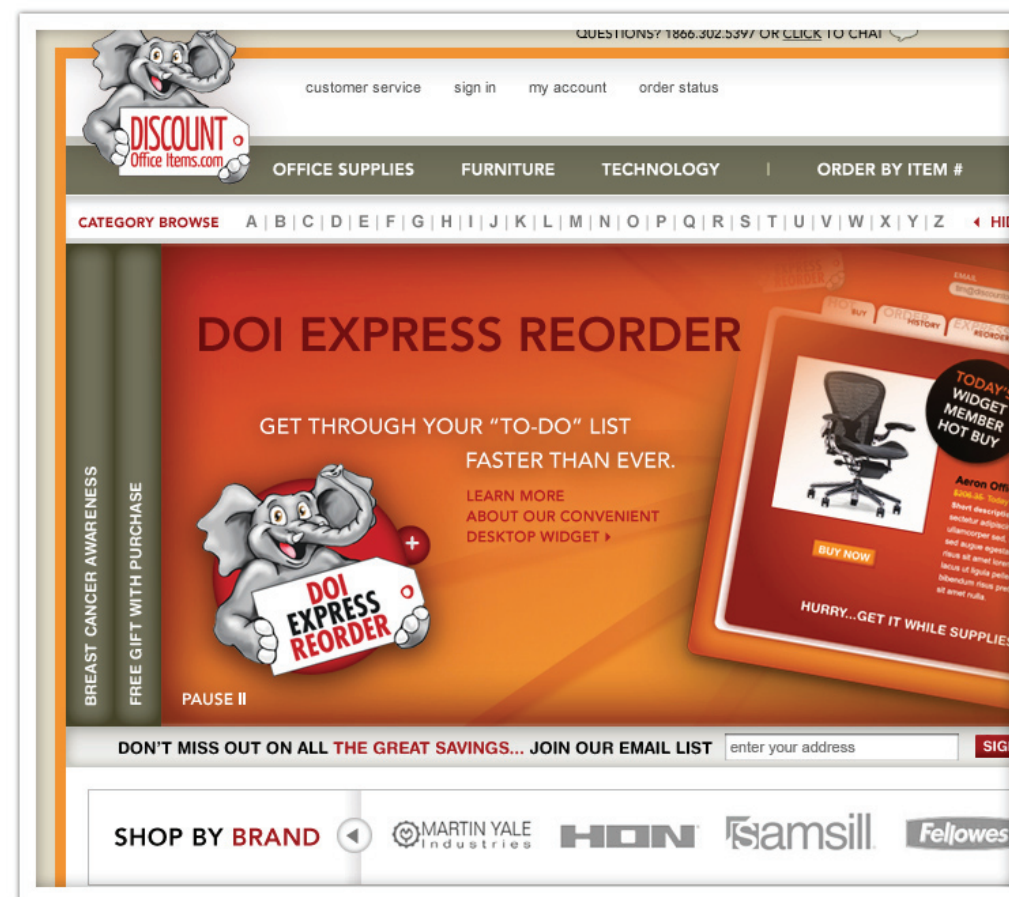


DISCOUNT OFFICE ITEMS. UNDERSTANDING THE GROWTH

Discount Office Items markets and sells office products and services in the top on-line category on the web. This mid-tier, multi-channel company competes daily with industry giants including Office Max, Staples and Office Depot. A dedicated staff, outstanding service and leveraging technology and e-commerce expertise has propelled DOI into double-digit growth, year over year, since its launch in 2004.

In spring of 2009, DOI contracted Grand River to improve its e-commerce functionality and revenue opportunity. The engagement and approach included a website evaluation and usability review, new creative re-design and branding, Rich Media enhancements and a series of new site features including:

- New Brand and Market Position
- Re-designed Information Architecture
- New technologies including a Perpetual Cart, Virtual Office and Desktop Widget
- Search and Navigation Refinements
- Scrolling browse and shop features
- Product Page Modifications
- Improved Checkout process



In June of 2009, the new site launched resulting in a 10X return on investment (ROI). In the last eight months the site metrics confirmed the following post launch improvements:

- 24% Improvement in conversion
- \$1.4m increase in sales
- Average order size grew from \$113.55 to \$118.13 improving \$4.58 per order
- An increase in the number of items purchased per session from 2.5 to 4.2

To learn more about Grand River's service, approach and results, please contact us at 734.913.8000 or e-mail us at info@thegrandriver.com and reference DOI Case Study.

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