

Conbipel x **S7C**
Seventh Triangle
Building Intelligence

Reinventing Retail: Timeless Italian Fashion for Every Occasion

Scope

Website UI/UX
System Integration
Data Migration

Use Case

E-commerce
Website
Inventory Management

Industry

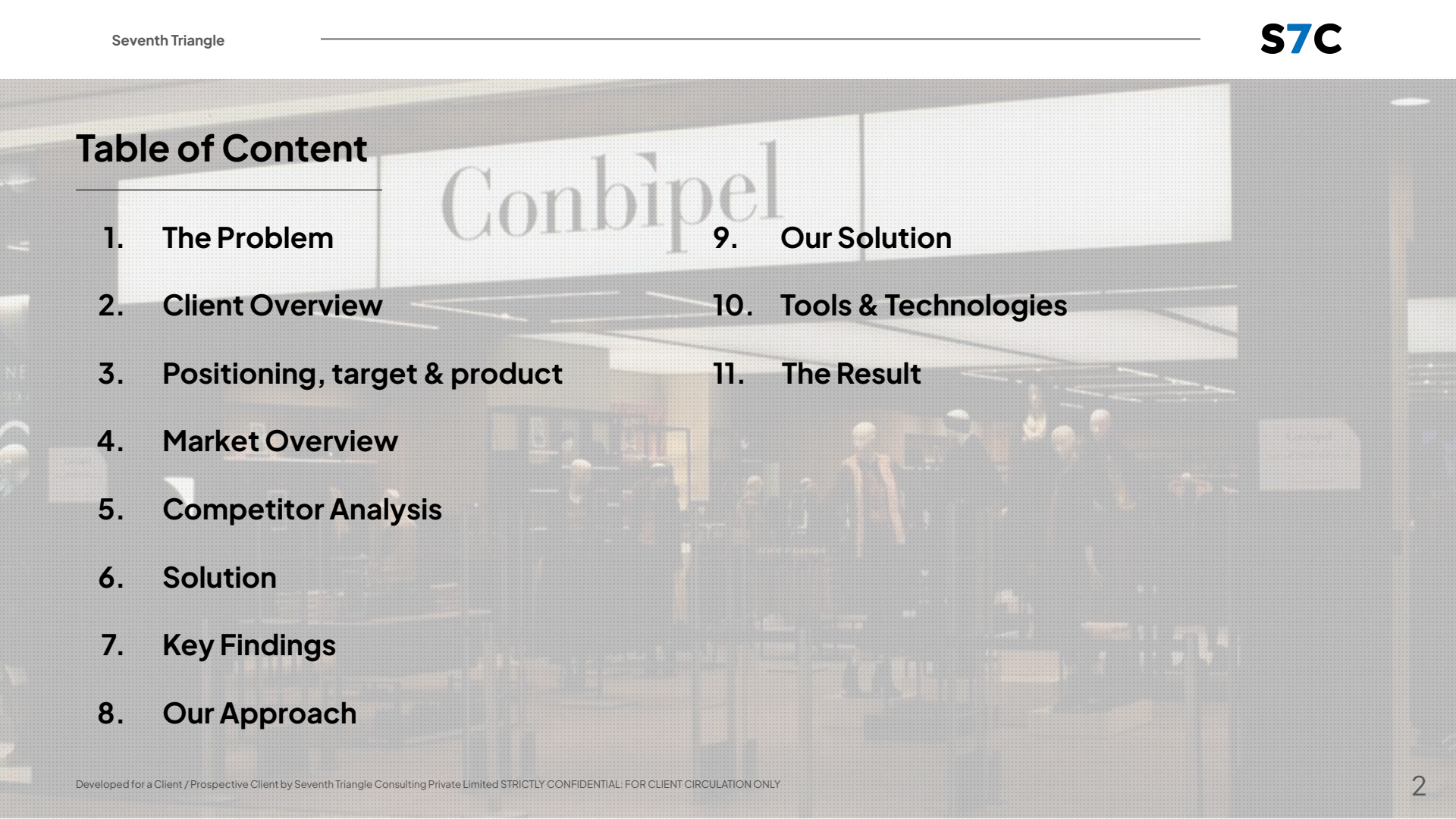
Italian Market
Fashion Retail

Tools Used

Shopify Plus
Matrixify
Multifeed



Table of Content

- 
1. The Problem
 2. Client Overview
 3. Positioning, target & product
 4. Market Overview
 5. Competitor Analysis
 6. Solution
 7. Key Findings
 8. Our Approach
 9. Our Solution
 10. Tools & Technologies
 11. The Result

The Challenge/ Problem

01

Outdated Systems: Numerous legacy systems were inefficient and costly. Thus, Limited scalability and integration capabilities

02

Lack of Agility: The existing platform, SFCC, was rigid and hard to customize. Thus, Slow response to market changes and customer needs

03

High Operational Costs: Maintaining the current IT infrastructure was expensive. Thus, Financial strain and limited budget for innovation

04

Complex Store Management: Managing the online store was time consuming. Thus, inefficient processes and a subpar user experience



Client Overview

Conbipel was born in **1958** as an artisan company for the production of leather clothing. It is an Italian Fashion retailer brand
With large physical presence with over **100** stores

The opening of the Cocconato d'Asti plant leads the company to collaborate with the major distribution groups, leading in 1978 to the development of a network of shops throughout Italy. Having become a point of reference for leather and fur, the brand subsequently expands its offer with the launch of the Men's, Women's and Children's textile collection. The organisation was taken over in 2022 by the Grow Capital investment fund, creating a new business reality, BTX - Italian Retail and Brands.



Source: Conbipel_official instagram

Positioning, target and product

Conbipel tracks essential brand metrics such as **conversion rate, total number of orders, bounce rate, revenue increase, ROAS, session sources, retention rate, & new vs. returning customers**

Conbipel's formula

Historical roots and a futuristic spirit form Conbipel's winning formula, reinforcing its image as an evolving brand. Our DNA features Italian style, modern trend interpretations, and careful material selection, all accessible through great value for money.

A tailor-made experience

Conbipel targets a unique consumer segment in Italian fashion retail, creating tailored experiences. By understanding customer needs and interpreting their desires, the brand aims to satisfy all product quality and purchasing experience requirements

Our quality, your style

From the most modern casual style to the refined formal: Conbipel garments are designed to dress the needs of all our customers, united by the common thread of Italian taste for quality.

Source: Conbipel Website

Developed for a Client / Prospective Client by Seventh Triangle Consulting Private Limited STRICTLY CONFIDENTIAL: FOR CLIENT CIRCULATION ONLY



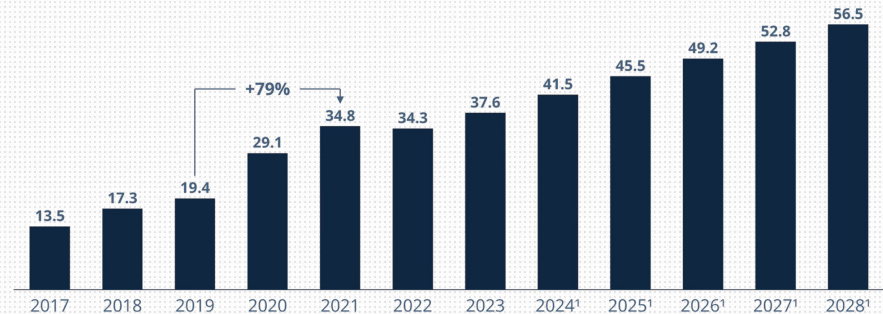
Market Overview

The Italian fashion market, known for its luxury brands and high-quality craftsmanship, blends heritage with innovation. Consumers prioritize style, quality, and increasingly, sustainability, while seeking personalized shopping experiences.

- Revenue in the Fashion Market is projected to reach **US\$21.99bn** in 2024.
- Revenue is expected to show an annual growth rate (CAGR 2024–2029) of **12.49%**, resulting in a projected market volume of **US\$39.61bn** by 2029.
- With a projected market volume of **US\$236.80bn** in 2024, most revenue is generated in China.
- In the Fashion Market, the number of users is expected to amount to **18.7m** users by 2029.
- User penetration will be 30.5% in 2024 and is expected to hit **33.9%** by 2029.
- The average revenue per user (ARPU) is expected to amount to **US\$1.47k**

REVENUE DEVELOPMENT IN THE ITALIAN ECOMMERCE MARKET, 2017-2028

in billion US\$



Source: Statista, ecommerce db, sperresearch

Competitor Analysis

	Conbipel	Armani	Renato Balestra	Bottega Veneta
Conversion Rate	Approximately 2.7%	Around 3.5%	Approximately 2.6%	Around 3.0%
Bounce Rate	Approximately 40%	Approximately 35%	Roughly 42%	Approximately 37%
Revenue Increase	Achieved a 10% increase in 2023	Saw a 15% increase in 2023.	Recorded a 10% increase in 2023	Achieved a 13% increase in 2023
Retention Rate	Moderate, with a focus on improving customer loyalty	High, with strong brand loyalty	Moderate, with efforts to enhance customer loyalty	High, with a significant number of repeat customers
Session Sources	Google: 40% Facebook: 30% Instagram: 20% Direct traffic: 10%	Majorly from Google, Facebook, and Instagram	Predominantly from Google, Instagram, and YouTube	Mainly from Google, Instagram, and Facebook
ROAS	Estimated at 350%	Around 400%	Around 340%	Estimated at 370%

Our Process



Store Transformation

- SFCC to Shopify Plus migration
- UI/UX customization
- Multi-market setup



System Integration

- Fluent Commerce (OMS)
- CDP (Unomi)
- SAP for product management



Custom Development

- PayPal partial capture
- Endless Aisle implementation
- Inventory notification system



Data Migration & Marketing

- Customer and order history transfer
- SEO and translation migration
- Meta and Google data feeds, GA4 and GTM



Operational Continuity

- Seamless platform transition
- Functionality preservation
- POS system integration

Key Findings

Improved customer retention, diversified digital traffic sources, and reduced bounce rates through targeted initiatives, resulting in enhanced user engagement and a stronger online presence



Customer Retention Improvements:

- Initiatives to boost customer retention resulted in a higher percentage of returning customers

Diverse Traffic Sources:

- Traffic to Conbipel's online store came from various sources, including Google, Facebook, Instagram, and direct visits, indicating a well-rounded digital presence

Bounce Rate Reduction:

- Efforts to engage users more effectively led to a reduction in the bounce rate, showing improved user engagement on the site

Our Approach

We combined thorough analysis and strategic planning with agile, customized implementation. We focused on seamlessly migrating to Shopify Plus while integrating existing systems, optimizing performance, and enhancing user experience across multiple markets



Discovery and Planning

- Thorough analysis of existing systems and pain points
- Detailed roadmap creation for seamless migration



Custom Solution Design

- Tailored integrations with existing systems (SAP, Fluent, Unomi)
- Development of bespoke features to match and enhance functionality



Agile Implementation

- Phased migration to minimize operational disruption
- Continuous testing and refinement throughout the process



Performance Optimization

- Focus on speed enhancements and user experience improvements
- Implementation of analytics for data-driven decision making

Our Solution

Our solution for Conbipel involved migrating their e-commerce platform from Salesforce Commerce Cloud to Shopify Plus

This transition aimed to increase agility, reduce IT costs, and enhance the customer experience. We implemented integrations and custom developments to ensure seamless operations across multiple markets while maintaining existing functionalities and improving performance. Key benefits include improved agility in managing Conbipel's online store, reduced IT system costs, and enhanced capabilities for implementing new marketing techniques. We streamlined integrations with existing systems like SAP, Fluent, and Unomi, ensuring continuity in marketing and analytics while transitioning to a more cost-effective and agile e-commerce platform.

Platform Migration

- SFCC to Shopify Plus migration
- Multi-market setup for Italy/EU
- UI/UX customization

System Integrations

- Fluent Commerce (OMS) integration
- CDP (Unomi) for customer data/loyalty
- SAP link for catalog/pricing



Custom Features

- Custom PayPal for partial capture
- Endless Aisle for in-store orders
- Custom inventory email alerts

Optimization

- Optimized marketing data feeds
- Enhanced GA4 and GTM strategy
- Streamlined Multi-market inventory management

Tools & Technologies

To successfully migrate Conbipel's e-commerce from SFCC to Shopify Plus, a range of tools and technologies were utilized, each addressing specific needs of the project.

The migration involved custom apps using Shopify's Admin API for integration with SAP, Fluent Commerce, and Unomi, ensuring seamless data and operations synchronization.

The Matrixify Shopify App was essential for data migration, allowing the transfer of historical customer and order data, while the Multifeed Shopify App managed custom data feeds for Meta and Google. Custom pixel integrations in GTM ensured the continuity of analytics setups, and Shopify Flow was employed to automate inventory management. For unique payment handling, custom apps facilitated PayPal partial capture and custom GTM integrations, ensuring the same data-layer for tags in GTM. These tools collectively enhanced Conbipel's operational agility, reduced costs, and improved their online store management



The Result

The migration was complex due to multiple integrated systems and SPOFs. Initial integration issues with Fluent and SAP were managed by Conbipel through manual intervention. The two-month timeline was challenging given the project's scope



Successful Migration

Conbipel's E-commerce platform was successfully migrated from Salesforce Commerce Cloud (SFCC) to Shopify Plus within a tight two-month timeline.

Improved Agility

The move to Shopify Plus significantly enhanced Conbipel's ability to implement new marketing techniques, such as Live Shopping, which were previously difficult on SFCC.

Cost Reduction

While specific figures aren't provided, the migration to Shopify Plus likely resulted in lower IT system costs, as this was mentioned as one of the main reasons for the switch.

Integration Challenges Overcome

Despite initial integration issues with Fluent Commerce and SAP, these were efficiently managed and resolved through manual intervention and subsequent refinements

Seventh Triangle



Building Intelligence

*“Alone we can do so little;
together we can do so much”*