

Exclus1ves website increases traffic 300% in first year

The South African entertainment website, Exclus1ves.co.za, which launched March 2010, has seen a steady surge in turnover that speaks volumes about consumer trends and the future of retail. Linked to Exclusive Books, the website is integrated into the popular Exclus1ve Books Fanatics rewards programme.



EXCLUS1VES.CO.ZA

"We launched our eBooks offering quite cautiously towards the end of 2010, and we were overwhelmed with the response, which flooded our sales forecasts," says Evan Morris, Exclus1ves spokesperson. "So far, these have proven to be a success story for us, with sales increasing each week, totalling close to 10% of our sales already.

"Overall the website has grown over 300% since launch, with the largest growth during the festive period last year. With campaigns such as our FlashMobFireSales and an intuitive Christmas campaign, we have made the right impressions with our consumers regarding our ability to meet their needs. We also offer them significant benefits and offers that speak directly to the markets which we in South Africa operate in."

Each of the functions and elements of the site has been geared towards improving the customer experience. Over the last few months, the company has prepared improvements to make the site more user-friendly, social and geared at increasing overall customer experience.

As part of its first birthday celebrations, the site is offering customers free delivery anywhere in South Africa regardless of the value of the purchase, from March to end May 2011.

Go to www.exclus1ves.co.za for more information.