

Pentair Aquatic Eco-Systems



Focused Design Improves Lead Generation & Conversion

Pentair Aquatic Eco-Systems is a global brand and expert in aquaculture design, products and services.

www.pentairaes.com

Magento Solution Partner:

Human Element

www.humanelement.com

"Our new website has brought improved service to our customers with enhanced navigation, functionality and shopping cart experience. The Magento solution provides the strong platform we need as we scale globally into new markets."

Dave Pullins

Director of Strategic Marketing and Business Development

Challenge

Ability to Effectively Balance eCommerce & Consulting Business Focuses

Pentair Aquatic Eco-Systems (PAES) is a leader in the aquaculture industry, supplying everything from fish nets to large scale aquaponics systems. A significant portion of PAES' business is also derived from consulting and construction services for universities, zoos, and commercial fish farms. Because of their wide breadth of product and services offerings it was important that a website platform provided the ability to deliver a unique navigation structure and an easy to manage content area of the site.

Solution

A Unique Responsive Theme with Custom Module Development

Working with Magento Silver Solution Partner **Human Element**, PAES chose Magento Enterprise Edition for its ability to highlight and ease the management of both business verticals. For the eCommerce requirement, an image-heavy responsive template was implemented which includes customized product page templates for a variety of product types. Business requirements regarding shipping location restrictions, tax rates and rules, special customer group pricing across the catalog and complex shipping rules were all addressed via custom modules designed and engineered by the Human Element team. To address the desire to also focus attention on the consulting side of the business and PAES's position as experts in aquaculture two additional sections of the site were created. One lives in the form of a blog and serves as a technical resource center as well as PR hub for the company. The other stands alone as an interactive page dedicated to past projects in a variety of markets with built in galleries and easy access to PAES support via custom contact forms and links to chat directly with representatives.

Results

Enhanced Customer Experience and Improved Conversion

Since the website launch PAES has enjoyed an increase in site visits. Both internal users and clients have reported that the interface is considerably easier to work with than the former version. This ease of use is likely a major reason for the recent jump in conversion from 0.97% to 2.23% with an increase in average order value of \$13.02.