

**AlphaPrototypes.com**

## **The Company**



Alpha Prototypes is a company based in Bellingham, Washington that provides 3D rapid prototyping services. Alpha Prototype's customers come to them to convert their product designs into 3D physical models. This process enables the customer to get an accurate representation of their product before they go through the costly process of setting up a manufacturing run. Alpha Prototypes provides a variety of state of the art prototyping services utilizing fused deposition modeling, polyjet, stereolithography, and z-corp technologies. Their website allows customers to get an instant quote by uploading CAD files and they offer a 100% satisfaction guarantee.

## **The Action - First Quarter 2008**

Alpha Prototype's website was built using a custom ASP framework, and Google Checkout handled payment processing. Just1's inspection revealed that the individual pages were generated from template files that drove the entire site. The web analyst assigned to the project worked with our ASP developer to craft an expertly deployed solution that seamlessly integrated with Google Checkout.

Upon completion of the implementation, data analysis revealed:

1. Conversion rates left something to be desired.
2. When visitors did convert into customers, they weren't ordering as much as they could.
3. Excess production capacity needed to be utilized to generate more revenue.

## **The Results**

Over the 2 quarters following implementation:

28% more visitors converted into customers. This helped reduce advertising costs by improving the average revenue that each visitor generated.

The average order value increased by 44%.

The increased conversion rates and order values drove a 91% increase in revenue.

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