



Be Ready "Before The Moment"™

Client Profile:

Think Tank Photo is an industry-leading group of designers and professional photographers focused on studying how photographers work, and developing inventive new carrying solutions to meet their needs.

"It has always been important to us to be on the forefront of technology, because that is where we believe the future of our industry is.

Partnering with Blast has been strategic in every way: from the complete redesign of the website, to leveraging Blast's expertise in SEO, and now to the full integration of a mobile responsive ecommerce site. Think Tank Photo always strives to meet the needs of our customers and by teaming with Blast, they have made that possible and seamless."

Larry Atil

Creative Director
ThinkTankPhoto.com

What they needed:

- To create a mobile-friendly online buying experience for on the go customers
- Maintain SEO value and online authority while developing a mobile solution
- To meet the needs of the 13% of traffic who view their site on a mobile device
- To avoid doubling or tripling their web maintenance costs with multiple sites

Responsive Web Design Increases Sales

Think Tank Photo's culture of innovation helped them become **one of the first e-commerce sites to utilize responsive design site-wide**. This resulted in more transactions, increased revenue, and satisfied customers.



What is Responsive Web Design?

Blast Advanced Media used the latest techniques in HTML 5 to create a responsive ecommerce website which actively responds to the user's particular device and makes shopping easier. This method creates a user-friendly experience no matter how users view the site (without the need to build multiple websites).

[Responsive web design](#) is relatively new, and has been seldom utilized on ecommerce websites. Think Tank Photo (TTP) is excited to be ahead of the curve and *certainly* ahead of their competitors.

Challenge

TTP's primary target audience is photographers, and let's just say they don't work in cubicles. As the traffic coming from mobile devices increased among TTP's users (mobile visits now make up **13% of total traffic**), Blast identified a need to adapt the site to a responsive layout. Many of our clients have seen mobile traffic increase by more than **400% in the last year**. Think Tank Photo was no exception, as **mobile traffic more than tripled**.

Results

As a result of the new responsive layout and other optimization efforts, Think Tank Photo saw these results:

- **Over a 188% increase in revenue** from Black Friday through Cyber Monday compared to 2010
- Transactions from users on smartphones and tablets **increased more than 96%** in the last year
- Mobile users viewed more pages (**pageviews increased 224%**)

What we did:

- Created a beautiful and user-friendly shopping experience for users on any device
- **Increased transactions 96%** from users on smartphones and tablets
- **Increased pageviews by 224%**
- Met the expectations of their tech-savvy audience who expects innovation
- Provided Analytics implementation support to set up profiles, conversion tracking, ecommerce tracking and segmentation to track performance
- Continually provided SEO and online marketing advice to create an optimized solution



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Analytics Drives Design Strategy

Blast has been Think Tank Photo's online marketing partner for many years, providing planning, analysis and strategic guidance. As part of the partnership agreement, Blast performed [custom Google Analytics implementation](#) to provide deep insight into what users are doing on the site. The insight gained from Google Analytics is the main catalyst behind marketing decisions at TTP. This insight helps them prioritize and measure the effectiveness of marketing efforts. It was this insight which led to the decision to go responsive.

Strategic partnerships like the one Blast shares with Think Tank Photo allows Blast to offer the full value of our expertise in SEO, Analytics and Online Marketing, and TTP reaps the benefits.

BY THE END OF 2013, MORE PEOPLE WILL BE BROWSING THE WEB WITH MOBILE DEVICES THAN WITH DESKTOP COMPUTERS. - MORGAN STANLEY RESEARCH

Advantages of Responsive Web Design

Responsive web design is the epitome of integrated lifestyle marketing, as you can provide users with a customized experience while viewing the site either from home (desktop) or while they're out (tablet or smartphone). For example, the smartphone interface could load a custom feature that detects a user's location and offer directions to the nearest brick and mortar store based on a user's GPS coordinates.

In addition to making the site easier for users, it also can also make *your* life easier. It reduces content management time and development costs associated with building separate sites to accommodate different devices. It also makes SEO management easier because all display experiences share the same domain and links, greatly increasing the site's authority with search engines.

How Can I Be More Responsive?

If you're interested in transforming your website to respond to user's needs, be sure to choose a company that not only knows the technical side of the process, but also understands user intent throughout the complete customer lifecycle. Blast's web design abilities coupled with SEO, Online Marketing, Conversion Optimization and Analytics expertise allows us to offer a solution that **not only looks beautiful but delivers measurable results.**