

realme

MOON
BITE



**Life Fit.
Life Smart.**

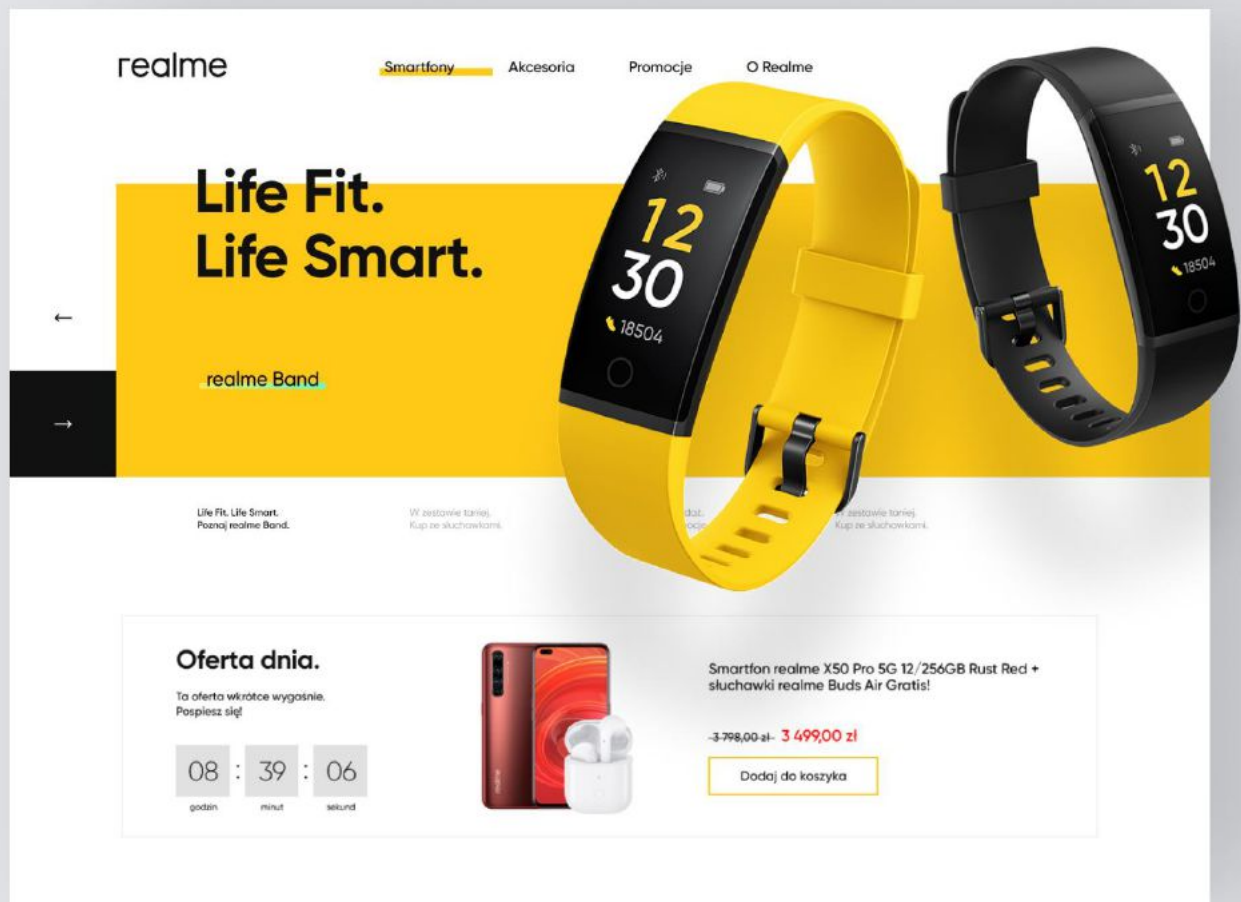
REALME

Website

Ecommerce

Products catalog

CMS system



/ KLIENT

Realme is a global technology player in the IoT and Smartphone industry, having been named the fastest growing brand in 2020.

Realme has reached 50 million Counterpoint smartphones sold for Q3 2020. Realme's ambition is to set trends and provide young people with products that guarantee an unforgettable experience.

Main challenges and problems of the stagnant REALME store

Our client conducts sales activities in the Polish territory. The main focus of the business is an online store that uses REALME branding and marketing materials as well as general brand recognition.

The challenge in this case was to convert active store user visits into sales results. So we engaged in an in-depth analysis of the current shopping process and the creation of a new store solution.

- ✗ Lack of B2B functionality, which is essential for working with business partners
- ✗ Low conversion of store visitors to sales results
- ✗ Low conversion of store visitors to sales results
- ✗ Hardly intuitive management panel
- ✗ Complicated buying process
- ✗ Brak dogodnych form płatności w Polsce
- ✗ Lack of convenient forms of payment in Poland
- ✗ No possibility to create special types of promotional campaigns

Customer data before our intervention

09%

Użytkownicy sklepu, którzy kupili produkt

47%

Użytkownicy, którzy opuścili sklep w trakcie procesu zamawiania

184

Użytkownicy, którzy zgłosili trudności z przejściem procesu zamawiania

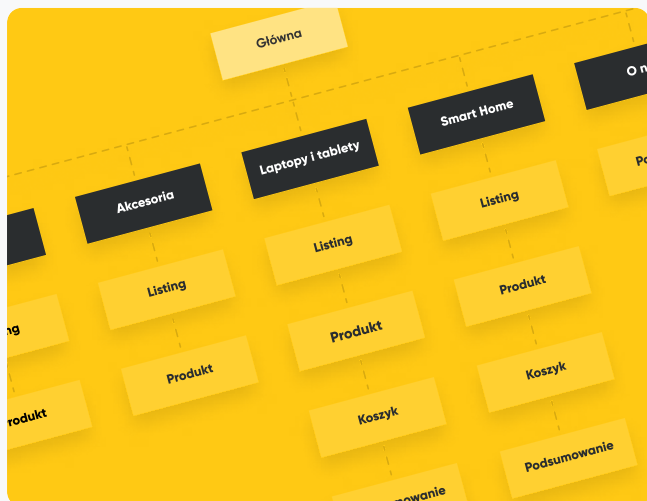
The process of discovering new and better solutions on the store platform

We conducted an extensive product workshop with the client, where we focused our attention on all aspects of the store's current sales situation. We determined where the biggest problems are, and together created a plan on how we can increase sales and customer satisfaction with the shopping process.

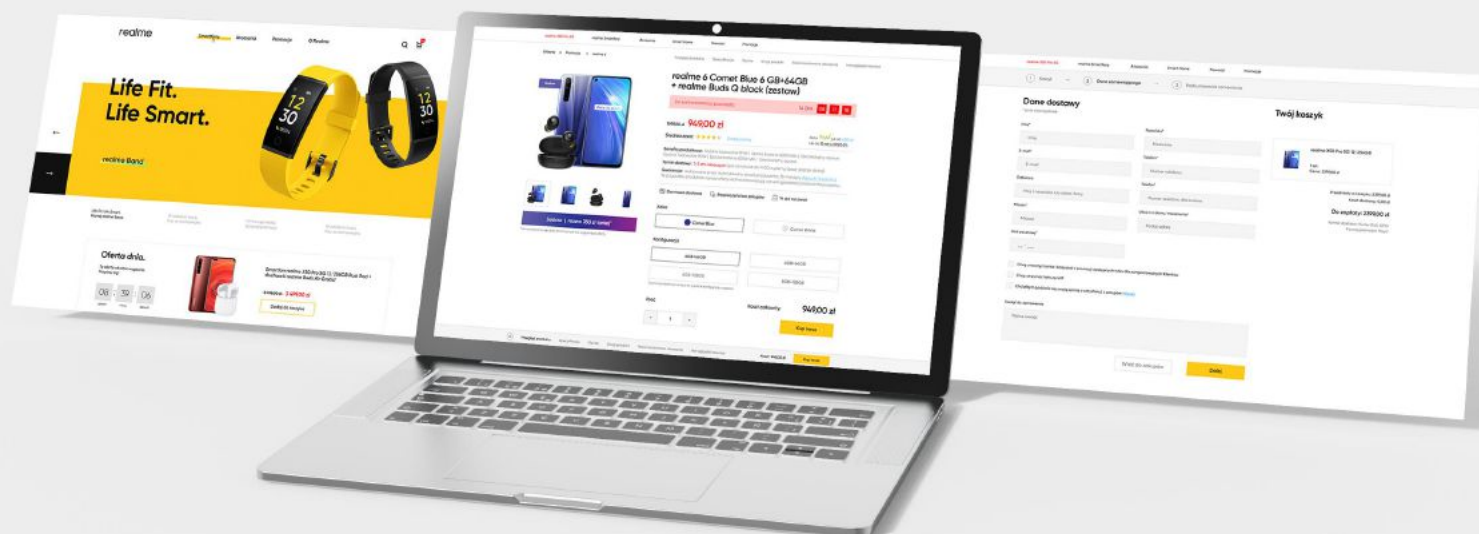
- Joint workshop with the customer
- Analysis of the current store using analytical tools
- Analysis of the store in terms of User Experience
- Zaprojektowanie nowej karty produktu
- Designing a new product card
- A-B tests, new projects
- Adaptation of the design to the test results
- Full re-design of Realme store interface
- Implementation of the store and additional modules to support sales
- Checking the results of the work, which turned out to positively exceed the customer's expectations
- Ongoing support and development of the store



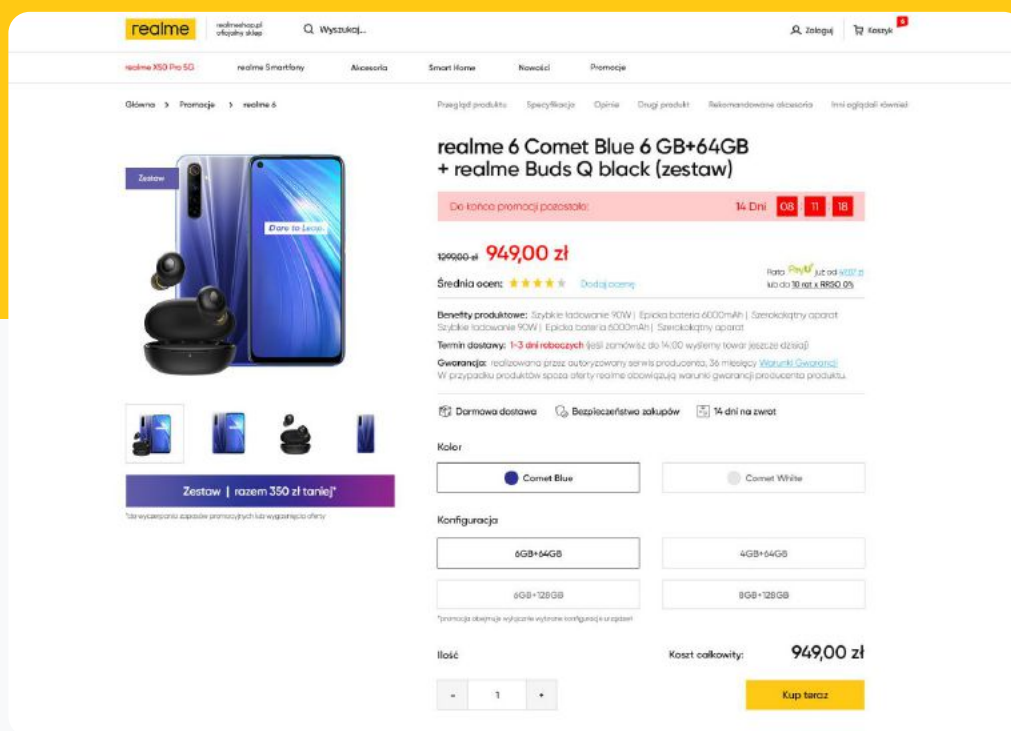
The priority was to adapt the technology to the client's vision so that, together with the individual graphic design, it creates a unique quality and meets all visual as well as functional requirements.



- ✓ Temporary promotion modules
- ✓ Promoted product of the day
- ✓ Dedicated product sheet
- ✓ Creation of a new purchase path
- ✓ Integration with external services
- ✓ Integration with the warehouse system
- ✓ Tracking the results of new solutions
- ✓ Ongoing support and development of the store



As a result of implementing jointly designed sales solutions and a new purchase path, the client generated significant increases in conversions and increased customer satisfaction.



Customer data after our intervention

+34%

Klientów, którzy kupili produkt w sklepie Realme

+48%

Klientów, którzy dokończyli proces zakupowy

-74%

Klientów, którzy zgłosili trudności z przejściem procesu zamawiania

In cooperation with the marketing department of realmeshop.co.uk, we focused on omnichannelism. This is a concept closely related to building an overall brand image.

Communication on every channel used was subordinated to the Design System and product offering. It didn't matter whether the customer came across realmeshop.co.uk in their email inbox, became interested in a social media post, or came across a Google Ads ad - the graphic style and offer at every level and point of contact with the customer maintained visual and offer consistency.



We based the design system on the received brandbook of the realme brand. We took it as a starting point and expanded it with necessary elements.



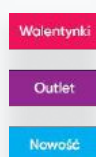
Gilroy Bold H1

Gilroy Bold H2

Gilroy Bold H3

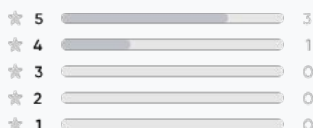
Gilroy Bold H4

Body
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sollicitudin amet nisl enim, eget nisi elit, pellentesque mi. Lectus ultrices ut lobortis et nibh ornare a sed. Eget iaculis felis, velit quam varius fringilla aliquam. Mattis facilisis orci, mi nibh.



Opinie

Średnia ocen: ★★★★★ 4,75/5



Zestaw | razem 350 zł taniej*



realmeshop.pl
oficjalny sklep

Dare to Leap.

Nowość



realme akcesoria

realme watch S

~~399,00 zł~~

299,00 zł



realme

Life Fit.
Life Smart.

realme Band

True wireless.
Real choice.

Intuitive sterowanie dotykowe.
Bezprzewodne odtwarzanie!

Wszystko w jednym miejscu



Life Fit. Life Smart.
Poznaj realme Band.

W zestawie taniej.
Kup ze słuchawkami.

Wszystko w jednym miejscu.

Wszystko w jednym miejscu.

39 : 06
minut sekund

Nowości dla



Letnia wyprzedaż.
Sprawdź promocje.



Google ★ 5.0 Clutch ★ 4.9



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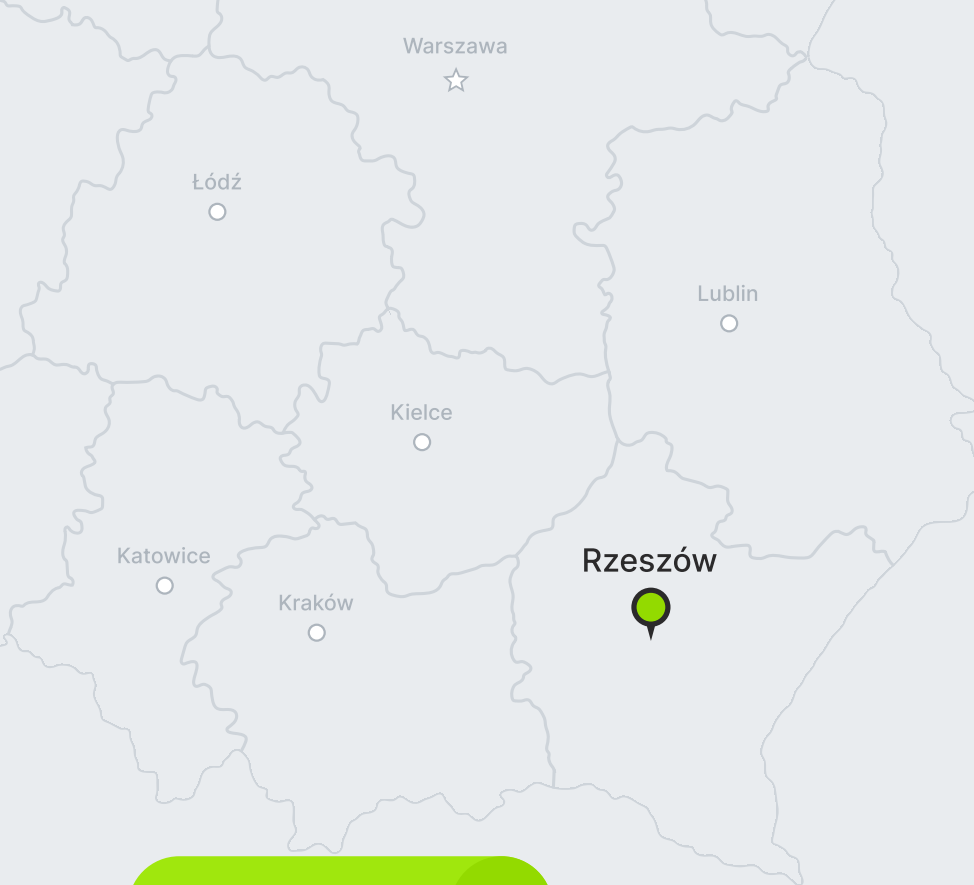
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[Free consultation](#)

We do have a
headquarter in
Poland but we
work globally

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Software Engineer



UI / UX



Workshops



Product Design



E-commerce



Low/No code Dev



Web Development



dziękujemy

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www.moonbite.pl