

PLATFORM CASE STUDY

ALL ANGLES
BRAND



PREMIUM
PACKAGE
PLAN





PROJECT OVERVIEW

Sub-Project Components



MERCHANT SERVICES CASH DISCOUNT APPLICATION

Articulation of the Cash Discount Applications, New Equipment, & Free POS.



WEB SERVICES PROJECT

Web Design, SEO, & Marketing Implementations To Grow Discoverability & Revenue.



PRODUCT DRAFTING & LOGO WORK

Product Marketing Design Work, Art Work Revamp, & Marketing Asset Creation.

Overview

All Angles specializes in performance mountain apparel and head ware. They offer competitive prices on quality head ware and apparel that fits the mold for all ages, or all angles. In addition to offering premier apparel for the Mid-West US, they also embrace a mission to cloth children and adults around the nation. Each one of their logos represents a unique mission in ending lack of accessibility to necessary clothing, hunger, and homelessness.

When All Angles first approached Xsellarate, they were seeking an experienced team to help build their assets online, provide marketing assistance, prevent unnecessary expenditure on Credit Card Processing, and to help get their business off the ground.

ALL ANGLES.

Outdoor Apparel

Shop Now



ALL ANGLES



ALL ANGLES

THE PROBLEMS



PROSPECT OF HIGH CREDIT CARD PROCESSING RATES

All Angles first approached Xsellarate worried about potential fees and rates they would be forced to pay with traditional processing. Their custom corporate wholesale services include sale amounts that can reach as high as \$10,000 and were interested in escaping the \$100's of fees associated with large scale transactions.



A NEED FOR A WEB PRESENCE, & AN ECOMMERCE GATEWAY

Being a new company, All Angles was seeking help in establishing a digital presence in addition to cash savings on the credit card processing front. After seeing our portfolio of work, they trusted us to establish their digital presence and ensure the ability to drive traffic to their site and increase revenue.



PROFESSIONAL ARTWORK, & BRANDING HELP

All Angles was hiring outside firms to create, render, and finalize product images and other art assets for their business. Xsellarate bundled this service including professional mock-ups and rendering for their entire product line, saving All Angles approximately \$2000 up front in art project related costs.

MERCHANT SERVICES & CASH DISCOUNT APPLICATION



PROBLEM

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SOLUTION

THE XSELLARATE SOLUTION

The Xsellarate Team was able to get the All Angles team access to new out of the box Clover® POS equipment to process credit card transactions. Xsellarate was also able to give All Angles access to free POS software that is necessary to run its operations.

Xsellarate's Cash Discount Program was able to save All Angles:

- **\$1,512.21 In The Second Month Of Processing**
- **\$1,715.32 In The Third Month Of Processing**
- **\$3,124.11 In The Fourth Month Of Processing**

Results

All Angles Total Credit Card Processing Liability through month 2 - 4 with Xsellarate compared to traditional credit card processing figures through interchange.

Traditional Processing (Interchange)

\$6,351.64

Xsellarate Cash Discount **\$129.90**

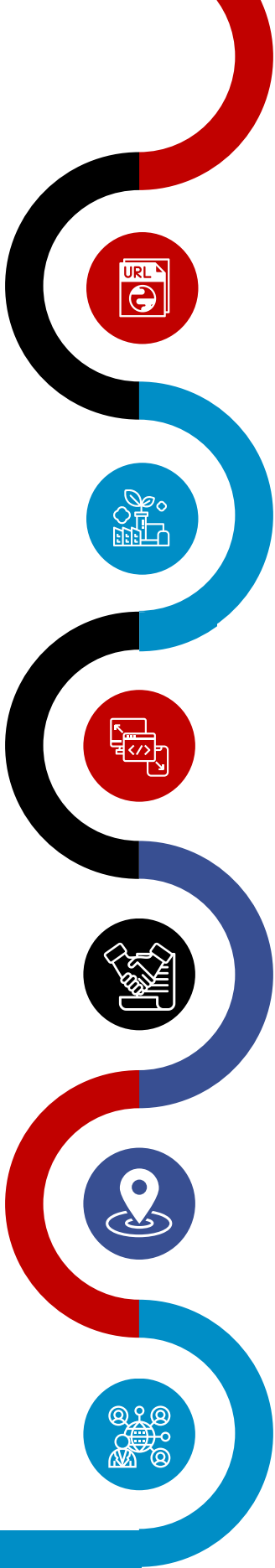
Total Savings

97.95%



\$6,221.74

WEB SERVICES PROJECT



URL:

<https://www.allanglesbrand.com/>

Focus, Industry, & Business Type:

Focus: Lead Generation

Industry: Apparel

Business Type: Business to Consumer

Platform:

Wix Builder

Services Provided

Web Design, Web Development, SEO

Location:

Hooper, UT

Launch Date:

02/05/2023

WEB SERVICES PROJECT



PROBLEM



A NEED FOR A WEB PRESENCE, & AN ECOMMERCE GATEWAY

Being a new company, All Angles was seeking help in establishing a digital presence in addition to cash savings on the credit card processing front. After seeing our portfolio of work, they trusted us to establish their digital presence and ensure the ability to drive traffic to their site and increase revenue.

SOLUTION



DESIGN, DEVELOPMENT, AND CONTENT OPTIMIZATION

Speed was important for this site so we could retain great SEO metrics, this was reflected in the design. Xsellarate built this site to reflect a mobile shopping experience with intelligently placed content optimized for the mobile experience

Designing A User-Friendly Website

As the majority of All Angles traffic comes from mobile users, we developed a fully custom mobile site that differs from the desktop version. Xsellarate optimized the shopping experience with custom architecture that simplified the user experience, resulting in more revenue generated.

SOLUTION (CONTINUED)



Wix Custom Widgets and Fields

Wix offers native solutions that didn't fit the bill for All Angles. Xsellarate was able to create custom widgets and elements for the shopping cart functionality, check out display screen, and integrations that allowed for extended functionality by way of automation.

Custom Automation Functionalities

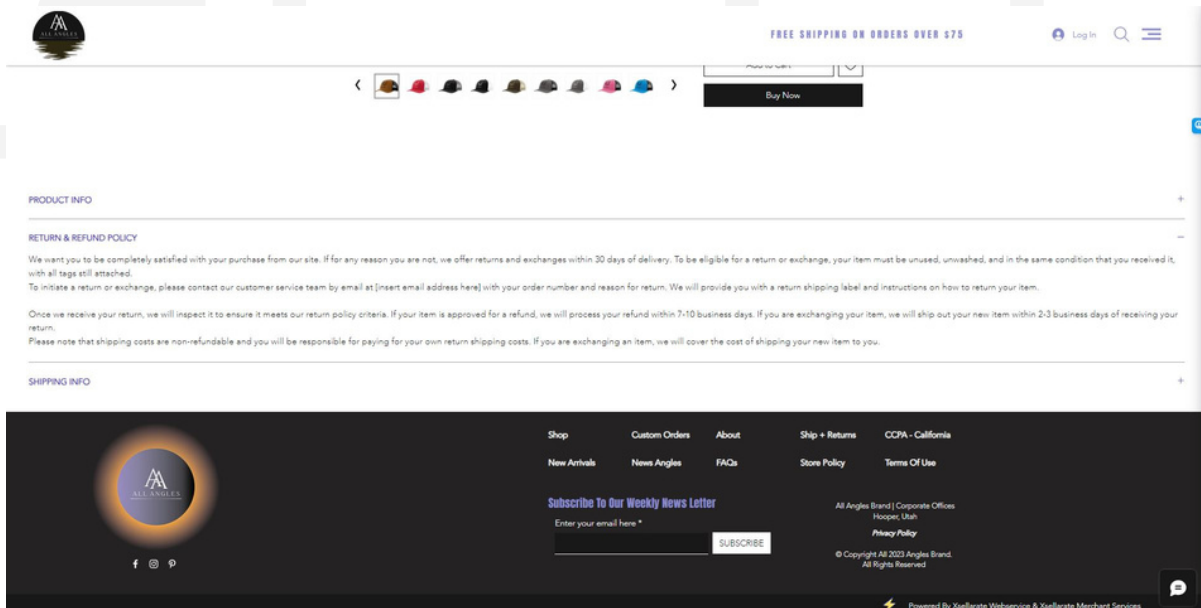
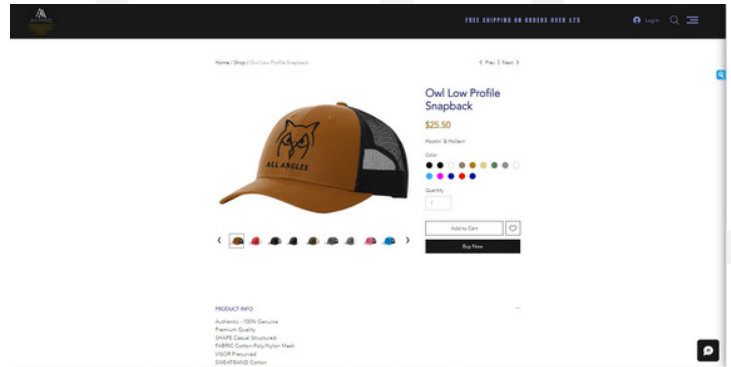
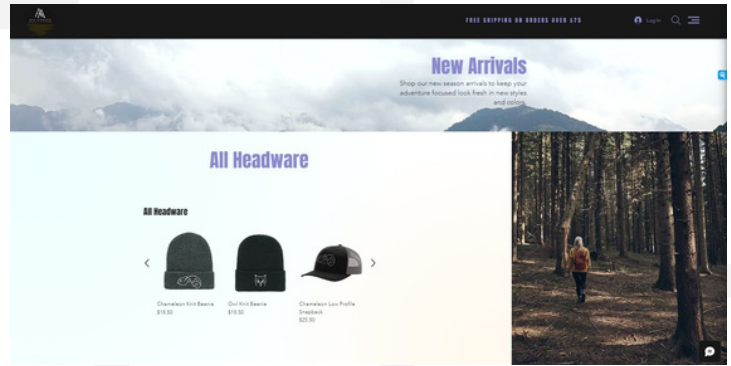
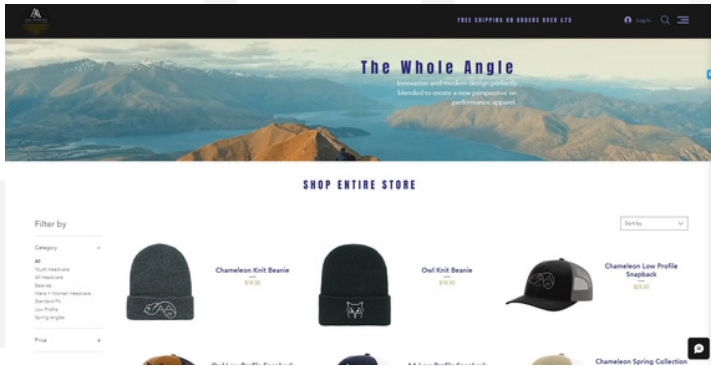
All Angles was seeking a fully automated process for their operation being a new company this was top priority. Xsellarate was able to automate the purchase-fulfillment-shipping cycle with custom integrations including the use of google app scripts, google mail, zaiper, and shippo to fully automate their operational cycle.

WEB SERVICES PROJECT



The Final Product

Allanglesbrand.com



WEB SERVICES PROJECT



Results

Because there was no previous sales activity before Xsellarate, we measured velocity to prove effective benefit of our platform, website, and curation of marketing materials and assets.

Average Cost of Web Development

Total Number Of Development Hours On Project: 65 Hours

Traditional Web Development Estimate (\$150/ hour Average) [\$150*65 hours]

\$9,750

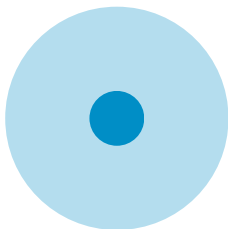
Xsellarate Web Project **\$450**

Total Savings 95.38%  **\$9,300**

Site Organic Traffic Velocity

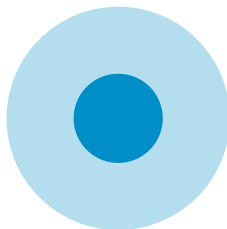
All Angles experienced a 65% growth index for site traffic within the first month of Xsellarate's active webs services project. In the third month the growth rocketed to an increase of 256%, and 272% for the fourth month.

1st Month Activity



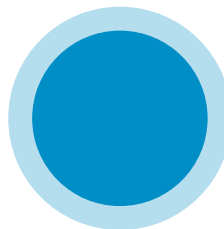
247 Sessions

2nd Month Activity



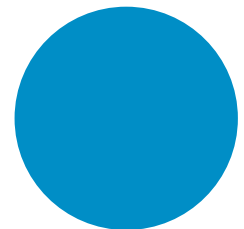
407 Sessions

3rd Month Activity



1043 Sessions

4th Month Activity



2837 Sessions

Total Change In Traffic: 1,148.58% Increase

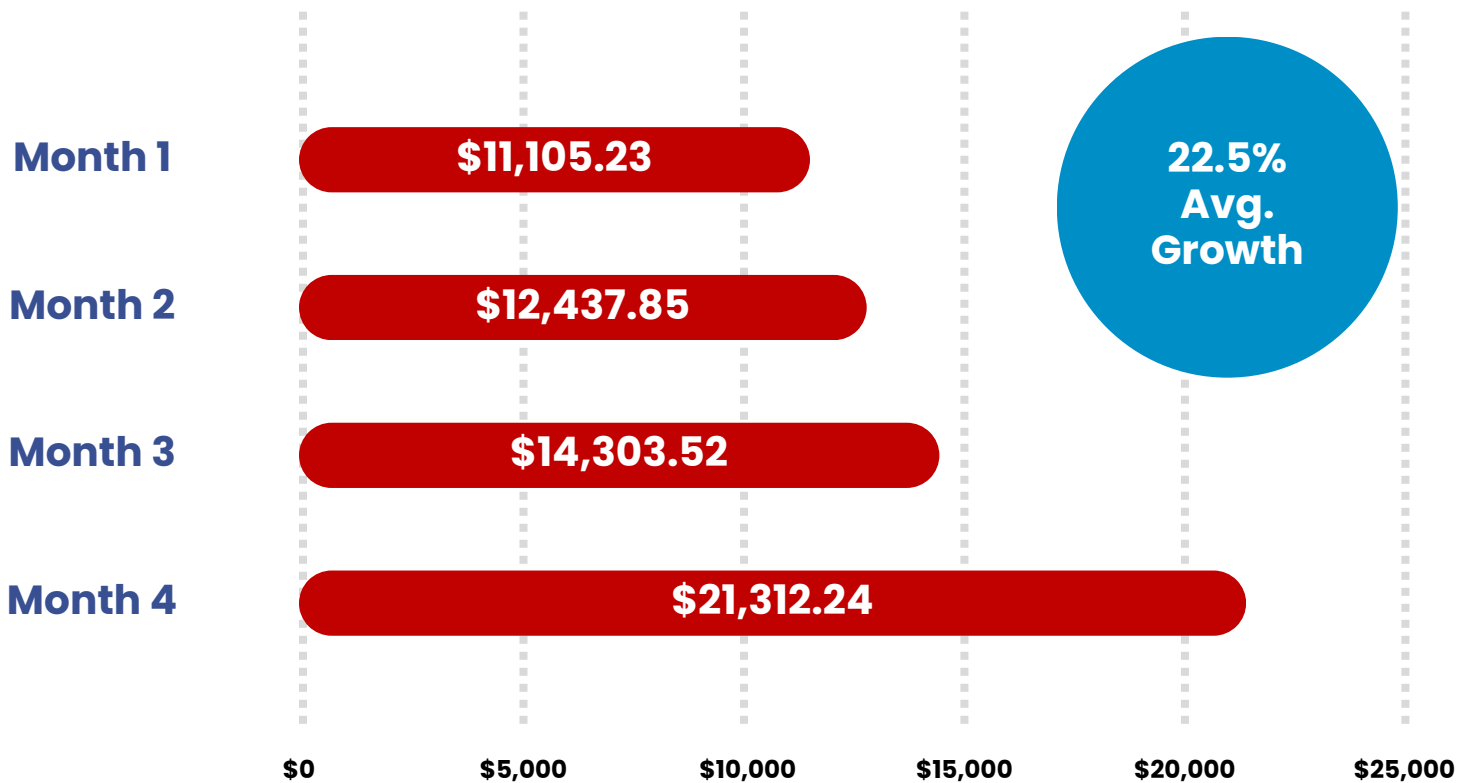
WEB SERVICES PROJECT



Outcomes

All Angles Brand was able to increase their revenue by **22.5%** on average month over month for the initial period of the web services project.

First 4 Months Of Revenue Growth



MERCHANT SERVICES & CASH DISCOUNT APPLICATION



PROBLEM

PROFESSIONAL ARTWORK, & BRANDING HELP

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SOLUTION

THE XSELLARATE SOLUTION

The Xsellarate creative design team was able to deliver product mock ups, 3 email blast campaigns, 14 different one pagers of marketing collateral, and art rendering for 3 different logos, as well as the generation of multiple other art assets for All Angles.

Total Number Of Design Hours:

40 Hours

Results

All Angles needed help with the generation of assets, product images to be used on the site, marketing collateral help, and art and logo rendering.

Traditional Design, Art, & Branding Consulting Rate: \$50/hr

\$2,000

Xsellarate Platform Art/Product Package

\$750

Total Savings

62.5%



\$1,250

SUMMARY OF SAVINGS

FIRST 4 MONTHS

Sub-Project Components



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Articulation of the Cash Discount Applications, New Equipment, & Free POS.

\$6,351.64

Traditional Processing (Interchange)

\$129.90

Xsellarate Cash Discount

Total Savings

\$6,221.74

97.95%



WEB SERVICES PROJECT

Web Design, SEO, & Marketing Implementations To Grow Discoverability & Revenue.

\$9750

Traditional Web Development Estimate (\$150/ hour Average) [\$150*65 hours]

\$450

Xsellarate Web Project

Total Savings

\$9,300

95.38%



PRODUCT DRAFTING & LOGO WORK

Product Marketing Design Work, Art Work Revamp, & Marketing Asset Creation.

\$2000

Traditional Design, Art, & Branding Consulting Rate: \$50/hr (\$50*40 hours)

\$750

Xsellarate Platform Art/Product Package

Total Savings

\$1,250

62.5%

Traditional Total Price Tag:

\$18,101.64

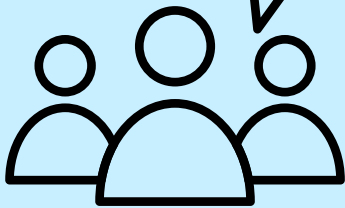
Xsellarate Total Price Tag:

\$1,329.90

TOTAL SAVINGS: 92.65%

\$16,771.74

LOOKING FOR MORE?

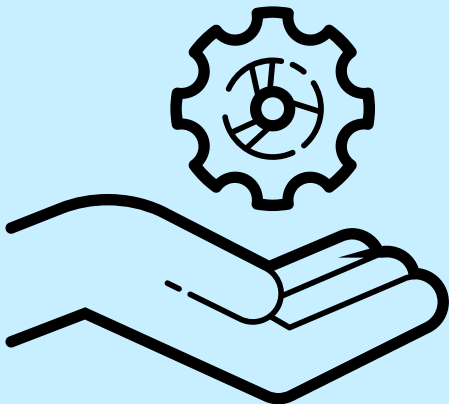
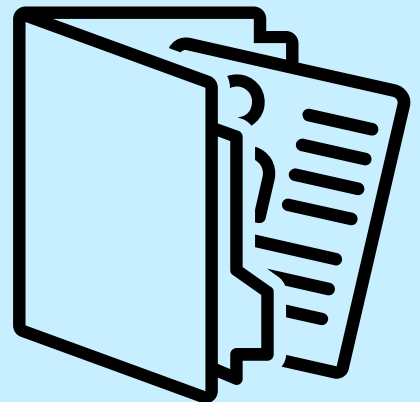


Check Out Our Reviews Online

 Trustpilot



Take A Look At Our Full Portfolio Of Web
Projects On Our Website: Xsellarate.com



Check Out Our Full List Of Services On Our
Website: Xsellarate.com

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