



Candy.com licks the competition with 3dcart

Since 2009, Candy.com has helped smaller candy manufacturers gain big exposure by offering an enormous virtual shopping community for candy enthusiasts, retailers and event planners across the world. Small candy brands and hard-to-find candies round off the world's broadest selection of candy, including more than 5,000 everyday and seasonal candy items. Shoppers can also search through more than 5,000 candy-making and baking supplies.

A Lifetime Passion for the Candy Business

Since 1978, Melville Candy Company has sold gourmet barley lollipops to candy enthusiasts. Third-generation candy connoisseur Greg Balestreri wanted to help market Melville more effectively and expand his passion into his own business, and in 2009, he launched Candy.com, a candy store with thousands of resources for candy-making and candy-enjoyment.

When Melville took its business online a few years ago, Greg leveraged his tech background to find a good online shopping cart. As the ecommerce market evolved, he felt that the shopping cart was falling behind.

A Lifetime Passion for the Candy Business

"Dedicated support was a huge selling point for a small shop running big business," Greg comments. "We wanted to know that a hosted solution like 3DCart would have high uptime and the ability to handle heavy traffic—and, if all else failed, tech support would be available to help at a moment's notice."

Prior to launching Candy.com, Greg wanted to find a shopping cart that was dynamic enough to handle the job.

"We went through a pretty heavy research process," Greg says. "I had good experiences with market-leaders like osCommerce, Zen Cart, Volusion and Magento—but no one seemed to have the exact combination we were looking for: a feature-rich system that was backed by dedicated tech support and a high level of customization."

Was there a comprehensive ecommerce platform on the market that would fit all of Candy.com's evaluation criteria?

As an experienced merchant, 3DCart fit all of Candy.com's criteria perfectly. The software includes a comprehensive suite of features, like social media modules, content management, order management, customer profiles, shipping integration and more. Candy.com worked with the 3DCart team to customize the online storefront for the business' unique needs. Integration with other platforms would come to play a key role.

When Candy.com recently went live with Groupon, a group-buying platform and the fastest growing start-up business ever, the online candy store launched special gift certificates in multiple cities. It was the second time the company had braced for huge, irregular spikes in traffic and sales; the first was when the Martha Stewart Show featured Candy.com. The candy store handled thousands of extra visitors successfully.

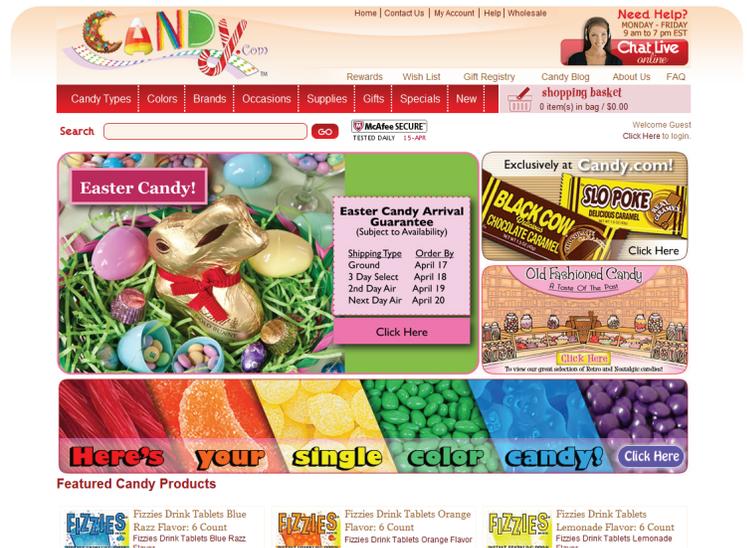
While Greg didn't need to work with the support team to handle the traffic spikes, he has worked with them in the past. "Most ecommerce solutions I've worked with either have no dedicated support or a long response time. 3DCart has responded within a couple of hours to all of our tickets, without fail."

Candy.com staffers feel safe with 3DCart's dedicated support, but Greg believes that the system is intuitive enough for independent work. "3DCart's platform has so many dummy-proof features—like the ability to integrate Google Analytics without inputting code, track tickets or leverage the built-in affiliate program—that we haven't had to spend too much time on the phone with 3DCart. It's more important to us that support is there in case we need it."

Greg uses extra features like 3DCart's one-click, out-of-the-box mobile site setup. Some Candy.com customers buy directly through their phones.

About 3dcart

3DCart (<http://www.3dcart.com>), located in Tamarac, Florida, is a complete ecommerce software solution for merchants to build, promote and grow their online business. The company's services include the tools, advice, support, and technology to manage an entire online operation. Since 1997, 3DCart has been developing internet solutions for small to medium size businesses. Today, 3DCart is an Inc. 5000 company, a Visa PCI Certified provider and a pioneer in Mobile Commerce and Social Marketing.



The business also uses 3dcart's Facebook storefront application, which helps Candy.com with marketing and brand exposure. "The built-in rewards program is popular among return customers; for every dollar spent, our customers gain a reward point. When a customer collects 100 points, we convert the points into a \$5 gift certificate. 3DCart makes this function very easy to manage on the backend."

In conclusion, Greg says that overall "our conversion rate is at least 100 percent better per relevant user than with Melville Candy Company's ecommerce solution, and 3DCart is 3-4 times more efficient as an ecommerce solution overall."