



Waterfilters.NET Gets the 3dcart Treatment, Enjoys 40 Percent Higher Conversion

For more than ten years, Waterfilters.NET has served more than 250,000 customers with hundreds of thousands of water products for consumers and businesses. With a 20,000+ square foot warehouse located in Zumbrota, MN, the business carries more water filtration and water treatment products than any other vendor online. Waterfilters.NET was one of the first online businesses in its field.

Flexibility Becomes Key to Waterfilters.NET's Continued Expansion

In 2006, Waterfilters.NET was quickly becoming one of the most important businesses in water filter and water treatment products on the market. The company's prominence, coupled with exploding sales numbers, pushed management to start considering a more robust ecommerce software solution.

At the time, Waterfilters.NET was using Miva Merchant as their shopping cart solution. Josh Dittrich, business development manager for Waterfilters.NET, recognized the need for a more dynamic solution. He was looking to fulfill a few crucial criteria.

"One of the first aspects of our search was to find an ecommerce solution that understands how to best leverage SEO strategies," Josh says.

"A good way for us to gauge how well each solution performed SEO was by looking at the shopping cart company rankings for ecommerce-based keywords."

Overall customization was another big factor for Waterfilters.NET. Josh says customizable fields and the ability to customize the site with the exact design they wanted were two other key criteria.

Finally, the company was searching for a software solution with high integration capabilities. "It really gets left unsaid until you need it, but the ability to integrate with new, more efficient technology-based processes for ecommerce businesses is a huge plus in a shopping cart solution," Josh elaborates.

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Based on the business' SEO criterion, Waterfilters.NET found 3DCart, a comprehensive ecommerce solution, through a simple internet search. "The software fulfilled all of our criteria, and the integration potential was massive," Josh says. "Customer support was another big selling point; it's one of the biggest factors that helps 3DCart stand out against the competition."

Once the software was implemented, Josh went to work putting it into action. The software was robust enough to handle the traffic, and the level of customization was unparalleled by any experience Josh had with other shopping carts. He mentions that "the number of different customization fields within each product and category page really helps us cater to our audience."

The screenshot shows the Waterfilters.NET website interface. At the top, there are navigation links for 'My Account', 'My Wish List', 'Bookmarks', 'Videos', 'Contact Us', and 'Help'. Below this is the 'waterfilters.net Inc. 500' logo and a 'Your Cart' showing 0 items for \$0.00 with a 'Checkout' button. A '100% LOW PRICE GUARANTEE' banner is visible, along with a 'SEARCH' bar and 'FREE SHIPPING on orders over \$99.' The main content area is titled 'Water Filter System & Replacement Filter Cartridge Experts' and lists various product categories such as 'Point of Entry Water Systems', 'Drinking Water Systems', 'Point of Use Water Systems', 'Specialty Systems', 'Commercial/Industrial/Municipal', and 'Pool & Spa Filters'. A 'Find My Filter!' sidebar offers further navigation options like 'Water Filter Systems', 'Replacements', 'Parts & Accessories', and 'Brands'. A 'Clearance Center' and 'Water University' section are also present. At the bottom, there is a 'Search By Water Filter Brand' section listing brands like Culligan, PUR, Pentek, Brita, and others.

But the big customization challenge came just three years ago, when Josh identified a need for a customer reminder system. “Our business relies heavily on reoccurring orders and revenue,” he explains. “Replacing consumables—say, a cartridge that is 6-9 months old—is a necessary part of water treatment.”

While 3dcart didn't have a built-in reminder system at the time, a quick email to 3dcart support staff raised interest on both sides of the partnership. Soon, 3dcart's technical team began to work with Josh on building a custom module that would eventually be extended for use by all 3dcart customers. “What we put together was an automated reminder system that took a lot of effort out of our drip marketing strategy,” Josh remarks. “When a customer purchases a consumable with a set lifespan, the module automatically logs the customer in the system. A reminder email to replace the consumable goes out automatically when its lifetime has expired—whether that's six months or five years from the date of purchase.”

A 40 Percent Better Conversion Rate and a Stake in the 3DCart Community

Balance is an important part of business, and Josh believes 3dcart offers the perfect balance to its customers. “You go with a small shop, you get small shop limitations. You go with a big shop, you may have trouble getting through to the people that can help you out. With 3dcart, the balance is there. You know who is listening and who can make it happen.”

Josh points to the company's support resources and dedicated team as a reason why 3dcart has grown to serve more than 10,000 different ecommerce businesses. “There's just a level of reciprocation and respect you won't find in many other companies on the market. The relationship has never been Waterfilters.NET suggesting a feature and a disinterested development team throwing a quick fix together; you can see a genuine dedication and pride in the work of the 3dcart team. They make customer opinions count.”

About Us

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 provided and a pioneer in Mobile Commerce and Social Marketing.

It wasn't all customization for Josh and the Waterfilters.NET team; one of 3dcart's existing features became a huge part of the business. “Abandoned cart tracking and continue order notifications have been highly instrumental in capturing lost conversions. If one of our customers gets to a certain point in the checkout process and navigates from the page without finishing, 3dcart targets that customer with a personal email inviting them to finish their order or take advantage of a discount.”

As a direct result of the custom-built reminder system and 3dcart's cart abandonment features, Josh claims the business' conversion rate has increased by 40 percent. He says the company has saved hundreds of thousands of dollars they would spend with onsite tech support staff and programmers under other circumstances.