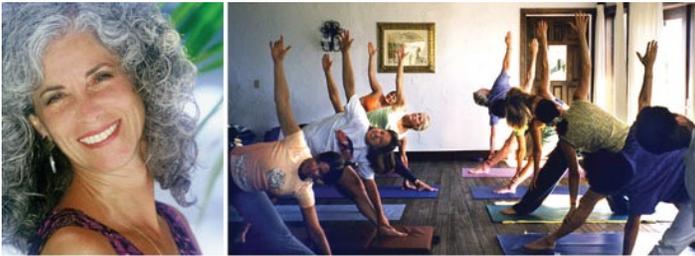


YogaHeart Finds a Soothing Solution to Online Retail Woes



Yoga for the Young at Heart is an award-winning series of video yoga classes beginning in 1994 by Susan Winter Ward, an internationally acclaimed yoga instructor, especially for baby boomers and seniors. The company has been marketing its retail product line on the web since 2001.

YogaHeart Searches for Flexible Software Alternative

Susan Winter Ward, a successful real estate developer, turned to yoga in 1994 as a solution to her own chronic back problems. She studied yoga enthusiastically and soon obtained her own credentials as an instructor. Susan soon wrote a book for her mother and other seniors about the remarkable healing effects of yoga. The book's success inspired a line of videos that are currently distributed throughout the U.S., Canada and other countries.

As the power of online retailing picked up speed, Susan took her books and videos to the web. After meeting with some success, Ron Arnone, a friend of Susan's and a marketing consultant based in Los Angeles, was asked to take over the online retail store in 2006. After a careful analysis of the sales profiles and site statistics at that time, Ron identified three significant challenges he needed to overcome to increase revenues and profits.

1. Design Web Pages for an Older Audience

Susan's books and videos target boomers and seniors, a very specific demographic. Although this challenge is shifting as yesterday's boomers become today's seniors, older folks are often not as comfortable with the use of browsers and the internet in general. This translated to decisions like using larger text, scrutinizing the use of conventional cross- and up-selling strategies, and otherwise keeping the web experience in a "safe" mode that seniors would trust.

2. A Shifting Business Model

When Ron took over, sales were split 25% retail and 75% wholesale. Ron set a goal to flip the ratio to 75% retail and 25% wholesale, capitalizing on the increasing consumer trust in online purchasing.

3. A Simple Checkout Experience

YogaHeart's existing shopping cart was outdated and stiff. As a result, Ron needed to find a dynamic but more controlled option for processing orders.

A new website was developed in late 2006. The final goal—the right shopping cart software—came with caveats. "We were more comfortable with managing the core pages of our own site," Ron explains. "We just wanted a streamlined shopping cart system that we could bring into the checkout process."

The right shopping cart required:

A) Simplicity

To ensure seniors were comfortable with the checkout process, the shopping cart had to provide a simple, seamless checkout path. To avoid the perceived threat of "registration," their customers would need the ability to purchase without signing in or creating an account.

B) Integration with eFulfillment Service

For years, YogaHeart had established a successful relationship with eFulfillment Service (EFS), an order fulfillment and inventory management partner. Therefore, the shopping cart would have to feature a tight integration with the company.

C) Powerful Order Management

On the backend, Ron wanted the ability to track orders dynamically. On the frontend, YogaHeart required a simple way for wholesale partners to identify themselves so they could establish their discount.

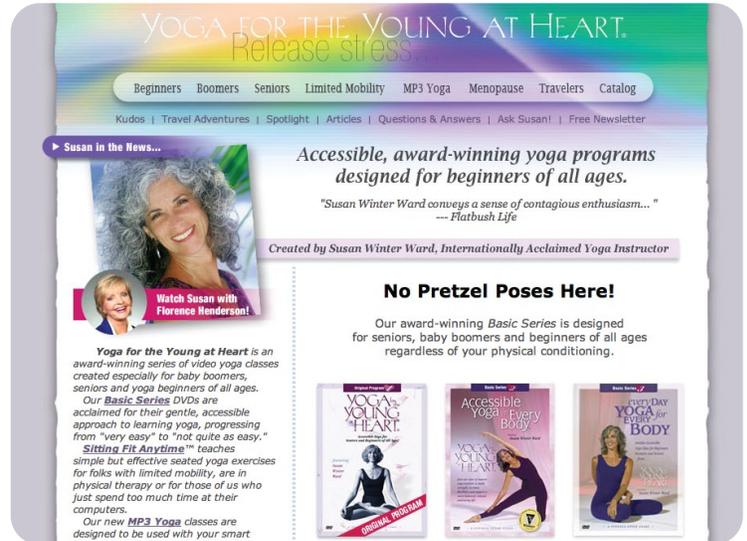
Ron knew where to go.

A New Position with 3dcart: YogaHeart Goes 75 Percent Retail

A chat with 3dcart, one of the market's most comprehensive ecommerce software suites, produced a plan for YogaHeart's custom experience. "We chose 3dcart because we wanted a third-party provider with whom we could integrate a robust shopping cart system," Ron says. "We'd accomplish this using buy buttons that we would host on our own site, without taking responsibility for managing ongoing cart updates."

3dcart worked with Ron to create a unique system: the website could function as a standalone entity, but 'buy' buttons seamlessly transferred customers to their shopping cart, powered and hosted by 3dcart.

YogaHeart went live with 3dcart in January 2007. With the new software in place, the retail site gained the simplicity they need to cater to their target demographic. Customers check out in two simple steps, empowering YogaHeart to minimize cart abandonment and convert more sales.



One of the biggest advantages of 3dcart for Ron is the ability to designate different customer categories. That way, wholesalers in multiple categories are organized into different customer groups. Identification on the frontend leads to segmentation on the backend, and wholesaler designations give them access to the specified discounts and shipping terms.

Since switching to 3dcart, Ron accomplished his goal of shifting the business model. Now, 75% of YogaHeart's business is direct retail orders, with 25% of sales processed through wholesalers.

Ron cites other benefits to working with 3dcart. "The price is right, support is great and the product's stability is fantastic. There's no learning curve every time the software is updated; instead of unfamiliar new features, 3dcart integrates refinements periodically that are easy to pick up."



Stretching Fulfillment to the Max

3dcart's integration with fulfillment partner eFulfillment Service has been an instrumental part of YogaHeart's success.

With 10 years in the business, eFulfillment Service is an established leader in eCommerce order fulfillment.

Every day, hundreds of merchants worldwide depend on the company for fast, affordable, straightforward order fulfillment. With its web-based Fulfillment Control Panel, EFS clients maintain constant visibility over their fulfillment operations, gaining greater business efficiency. "EFS works behind the scenes to ensure order fulfillment for our customers," Ron explains. "They're invisible but reliable, simplifying fulfillment by eliminating long-term contracts, minimum shipping requirements and setup fees."

YogaHeart teamed up with EFS in the early stages of its development. Integration between 3dcart and EFS was a necessity—and one that 3dcart delivered. The integration tightens how EFS interacts with online retailers in three ways:

- Instead of manually plugging in orders, merchants rely on automated order placement. When an order is placed through 3dcart, it automatically feeds to EFS.
- Shipment tracking is automated, streamlining data between the two systems.
- Inventory levels are linked between the two systems, ensuring merchants gain an accurate picture of their stock.

The integration benefits Ron with the reliability YogaHeart needs to maintain a happy, healthy customer base. "In terms of dependability and transparency, 3dcart and EFS make a great duo that I recommend to other online retailers."

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.