

How Magento Commerce Order Management Turned Tous into an Omnichannel Giant

What They Needed

The fashion brand needed to grow digitally on a global scale.

Founded in 1920, Tous is an affordable luxury lifestyle brand known worldwide for selling quality jewelry, handbags, and accessories. With 535 physical stores worldwide—250 in Spain alone—in 2016 it enjoyed revenues of €400 million (\$432 million). Just a few years shy of the brand's 100-year anniversary, they realized their eCommerce platform was not SEO-friendly, outdated, and had no omnichannel features. Tous wanted to join the omnichannel revolution, so they decided to look for a new eCommerce platform. They wanted to increase their conversion rate, volume of visits, and decrease bounce rates. This was an epic task, but Tous were in good hands when they chose Magento, and its leading order management solution.



What Magento Did

Eight countries. One central order management system.

In collaboration with the Magento Solution Partner Vaimo, in May 2015 Tous launched on Magento Enterprise Edition. Then, instead of choosing to invest in existing systems that are not designed to handle order management and omnichannel scenarios, in December 2015, they added Magento Commerce Order Management (MCOM). Tous wanted all of their global web stores to talk to one central order and inventory system. MCOM provided the scalability and efficiency to run this global business by acting as that central system, managing inventory, orchestrating fulfillment, and handling payment. This proved to be a cost-effective decision.

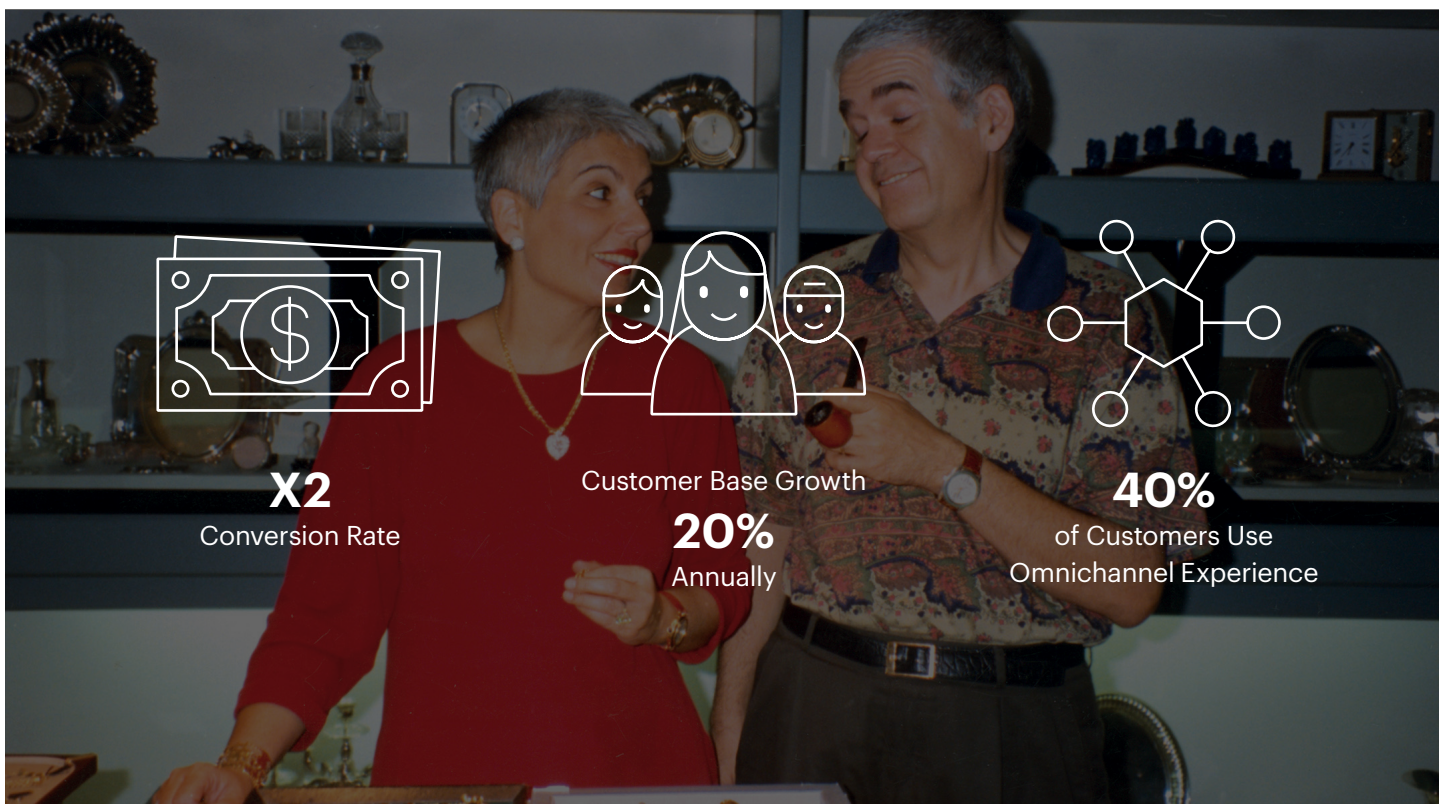




Success

Phenomenal Customer Growth.

With Magento Enterprise Edition, Tous can now easily manage their promotions and edit CMS content without a developer. Most importantly, the enhanced SEO is improving brand visibility. With MCOM and Payments & Risk handling their order processing and payments, Tous' omnichannel initiatives are yielding positive results. The in-store pick-up service has been used in almost 14 percent of its online transactions, and one-in-four customers interacting with the brand enjoy an omnichannel retail experience. Tous doubled their conversion rate and cut their bounce rate in half, maintaining recurring visitor numbers of close to 60 percent, with a customer base that's growing at 20 percent every year.



Questions? We've got a team of experts ready to help you grow your business.

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