

# Developing an e-commerce platform – driving 10-20% cost efficiencies.

A national sports cards retailer and card-breaking company created a digital trading platform using existing software to prove their business model – a tool to sell cards and host unique streaming events.

The retailer partnered with Nerdery for our end-to-end digital product expertise – from ideation and CX design to prototyping and technology – and our ability to quickly develop and launch a working platform for the retailer.

## NATIONAL SPORTS CARDS RETAILER

Using customer insights, we developed a custom platform with a simple, seamless customer and event-hosting experience.

Within six weeks, the new platform was released, and the retailer immediately saw an increase in events and customer interactions and event hosting efficiency improved. As a result the company anticipates an operating cost reduction of 10-20%.



Ready when you are

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