



# Providing Maximum Flexibility For Merchandizing & Promotional Activities

## Kitmall.ru Case Study

### Challenge

To manage the thousands of items it sells, Kitmall needed an e-commerce platform that could:

- Provide product catalogs with maximum flexibility for merchandising and promotional activities.
- Make all product catalogs uniform and consistent, even if the catalogs were from different suppliers.
- Quickly adjust to a changing market by allowing immediate changes in prices, promotions, and discounts.

Kitmall is a Russian online store that sells quality Chinese goods to shoppers in Russia and other CIS countries. The site offers detailed information and quality images on thousands of products from reliable Chinese suppliers and producers.

### Solution

Virto Commerce proved to be the e-commerce solution for all of Kitmall's needs and more. Through its master and virtual catalog management, Virto Commerce gave Kitmall the power to combine and rearrange products in an endless variety of ways. Now Kitmall can merchandise and showcase products to meet any business need.





Kitmall also benefited from these Virto Commerce features:

- A powerful promotion engine. The Kitmall team could now manage several types of promotions at once, from offers on single items to total cart offers and discounts.
- Dynamic content capabilities. Kitmall could easily change the visual display of different categories. For instance, “Dresses” could have one design and “Men’s Shoes” another.
- A special module that takes in varying product description formats from different suppliers and puts them into a single format. This time-saving module was developed by Virto Commerce just for Kitmall, and it was seamlessly integrated into the main platform.

## Result

Choosing Virto Commerce made big improvements in the time and resources Kitmall needs to run and maintain the site:

- The promotion engine is so easy to use that Kitmall went from six employees managing promotions to just one.
- The marketing department rarely needs the assistance of IT in updating the site for seasonal sales and changes, as well as creating promotions and discounts.

*“Virto Commerce let us reduce the number of people involved in management of promotions from six to one. We don’t depend on IT guys anymore, and everybody benefits from this.”*

Olga Lomko, Marketing Director Kitmall.ru

Kitmall is looking forward to more improvements to the site, such as creating and applying separate price lists, which offers improved pricing control and even more opportunities for targeted promotions. Also they’ll soon be expanding to other CIS countries. With the Virto Commerce multiple store management system and localization features, this business-boosting expansion will only take a few days of work.