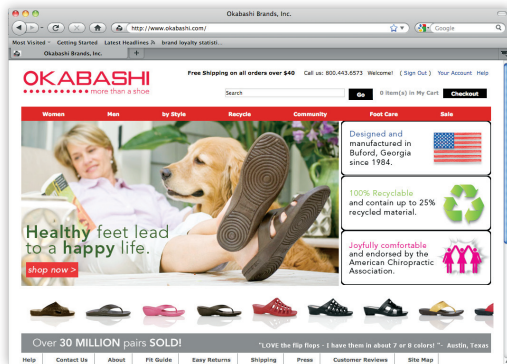


Footwear Manufacturer Finally Finds a Home with Amazon Webstore



85% increase in sales in February 2011 vs. February 2010

20% increase in conversion rate since December launch

Company Information: Okabashi, okabashi.com

Powered by: Amazon Webstore, Selling on Amazon, Checkout by Amazon

Lots of Shoes. Lots of Sites.

Okabashi, a family-owned footwear manufacturer based in Buford, Georgia, has sold more than 30,000,000 pairs of their therapeutic shoes in the last 27 years. The shoes, which are priced at around \$15, are 100% recyclable, made in the US, and designed to support and massage the foot. Convincing consumers to wear them has been relatively easy. Selling them online has not. "Selling shoes on the web is complicated," says Okabashi's Hadi Irvani. "You have sizing and fit to deal with, and managing inventory correctly is critical." Though they'd been online for several years, they had never found a solution that was right for their business—one they could maintain themselves that would also help them grow. "We were in search of a scalable eCommerce solution," says Irvani. "In 6 years we swapped platforms almost every year and every time we had to do upgrades because we didn't have the right functionality."

Finding the Right Fit

Okabashi had been Selling on Amazon when they discovered Webstore. They launched their site using in-house resources and immediately noticed the difference. "With our last solution, we needed to use a programmer just to update product info," says Irvani. "Now, managing every component of the website is easy. Changes and updates that took hours before can be done in minutes." They've also found the reliability and scalability they

needed with Webstore. "We get a report of down time," says Irvani. "Over a 2 week period, while some of the sites we monitor had outages, our Webstore had none."

“ The site is more **user-friendly**, and easier to navigate, and **checkout** is assuredly **secure**. As a result, our **sales** and **conversion** rates have **increased**. ”

Hadi Irvani, Web Manager

Persistence Pays Off

Okabashi.com went live in December of 2010. Their online sales for January 2011 were 41% higher than January of 2010. That number climbed to 85% in February, and they've also raised their conversion rate by 20%. "The most important difference we've observed is the customer response. The site is more user-friendly and easier to navigate, and checkout is assuredly secure," says Irvani. "After trying several different platforms and being disappointed with the results, Okabashi.com has finally found a home."

To learn more, please visit the Amazon Webstore site at Webstore.amazon.com.

Webstore.amazon.com

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