

MERCIVE^{VA}

E-Commerce Agency – Shopify Experts



www.mercive.com

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INTRODUCTION

Mercive is a Shopify Ecommerce partner dedicated to helping brands achieve growth through technology and design. Our expertise lies in driving digital transformation and scaling businesses.

We specialize in building fast and user-friendly webshops. Our focus is to optimize the use of technological solutions to create exceptional customer experiences. We assist brands in becoming customer-centric in all aspects of their ecosystem.

As our partner, you can expect your valuable marketing dollars to be utilized optimally, as we are experts in converting more visitors into loyal customers. We collaborate with ambitious brands that prioritize growth and scaling. Our goal is to increase revenue without compromising the brand experience.

FOUNDER TEAM



ALEXANDER WEIDINGER

FOUNDER
ECOMMERCE

Alexander has extensive experience in Ecommerce and marketing with a strong technical understanding.

He operates from a holistic mindset, considering the entire customer journey when helping brands optimize their digital presence and improve the customer experience.

WPP



SIMON OLESEN

FOUNDER
CLIENT SERVICE

Simon works strategically with brands, helping to align business goals with their digital roadmap.

He has international experience from Dentsu & WPP in the USA and Europe, where he has supported the digital agenda for enterprise brands.

WPP dentsu



CHRISTIAN DUNBAR

FOUNDER
TECHNOLOGY

Christian brings 10 years of full-stack experience, where he previously led a development team.

He creates synergy between systems and integrations, as well as build technically challenging Ecommerce setups - with the aim of creating the best user experience and ultimately increasing sales.

WPP

A PART OF SOMETHING BIGGER

BLAZAR CAPITAL

Blazar Capital is a Danish Ecommerce capital fund with extensive experience in accelerating and growing DtC brands. They are one of the leading Danish VC's in Northern Europe for scaling and internationalizing consumer brands.

Mercive is Blazar Capital's internal Ecommerce and tech team, where we contribute to the growth and internationalization of their portfolio brands.

Blazar Capital is an investor in Mercive, providing advisory services and guidance. With their knowledge, experience, and network, they are a strong partner for collaboration, as they experience challenges and potential firsthand from their own cases.

This is something that clients of Mercive will also benefit from.



CHRISTIAN ARNSTEDT
CEO

Associate Partner
McKinsey & Co.
Expert in business development
& Ecommerce.



MICHAEL THOMSEN
CFO

Senior manager
McKinsey & Co.
Axcel & Goldman Sachs
Expert in finance and strategy.



VASILIJ BRANDT
CMO

Head of Growth
The Hut Group
Expert in internationalization of
Ecommerce brands.

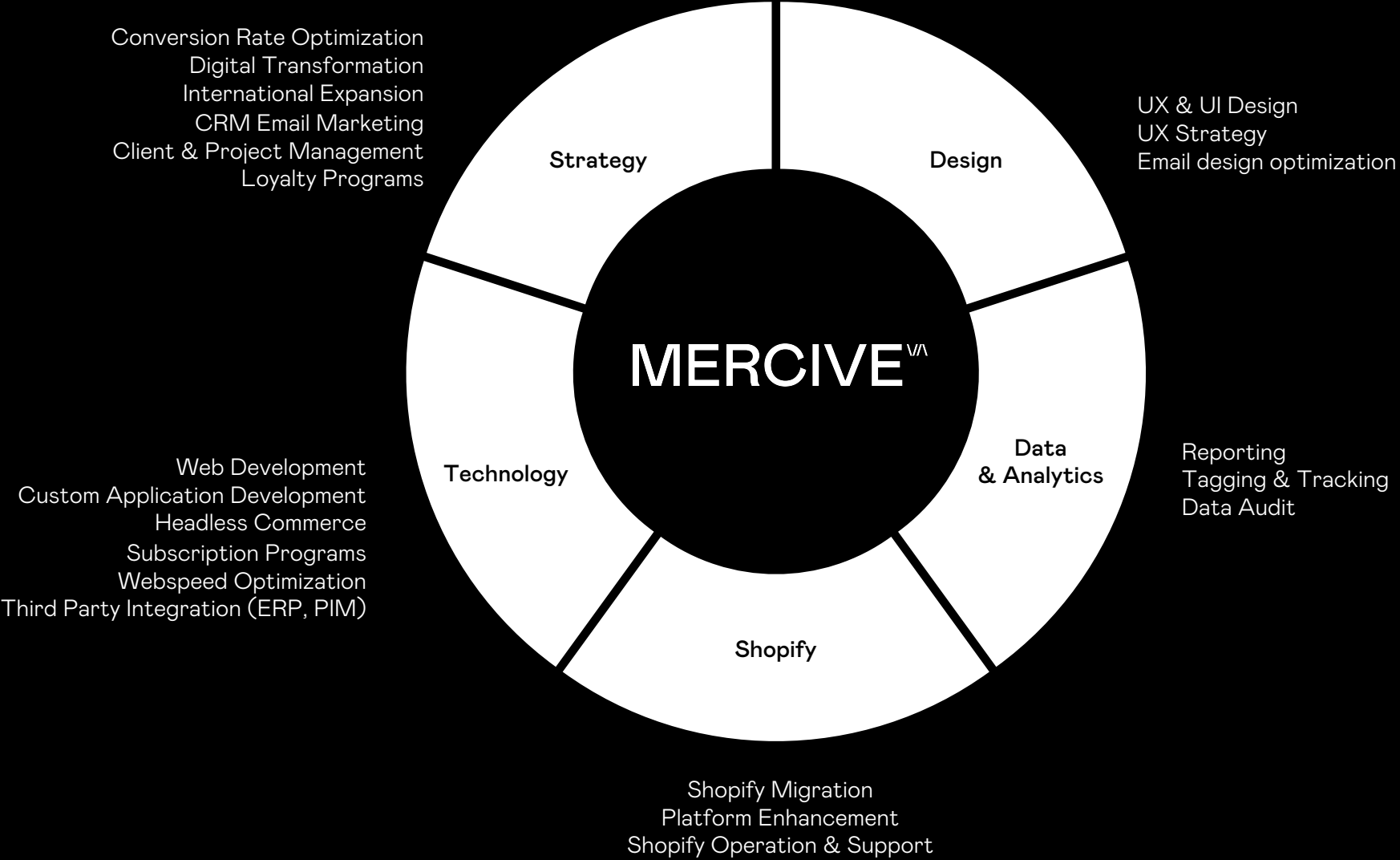


PASCAR SIVAM
COO

Project Manager
McKinsey & Co.
Expert in operationstrategy &
business development.

**WE BUILD SOLUTIONS THAT
ENHANCE PERFORMANCE AND
IMPROVE THE USER EXPERIENCE
THROUGHOUT THE ENTIRE
CUSTOMER JOURNEY**

END-TO-END SUPPORT



EXAMPLES OF CHALLENGES WE ARE SOLVING FOR OUR CLIENTS

Our webshop has too many errors and does not meet our brand identity.

We want to internationalize our platform, how do we do it?

We don't believe that we are using the power of Shopify enough. How do we enhance the functionality?

We use too much time on manual work and want to automate some of our processes.

Tracking is complex and we do not know how to fix the lack of functionality. What can we do?

Our conversion rate is decreasing. How do we start testing and optimizing our webshop?

How do you work with personalization? We want to give our visitors and customers a better customer experience.

Our webshop is slow, how can we improve the speed?
So, we also enable the potential for organic traffic.

We need help to build our digital strategy, to make more longterm and healthy investments.

SOME OF THE AMBITIOUS BRANDS WE WORK WITH

PLANET
NUSA

LES DEUX

Chamberlain
Coffee

forét®

humac

moonboon®
kids & baby studio

SAKS POTTS

bareen®

BLS HAFNIA

ÅBEN

MESSYWEEKEND™
COPENHAGEN

FRANKLY
JUICE

CARTEL® COPENHAGEN

KOATJI

australian
bodycare®

Joseph
COPENHAGEN

Jorgobé

nordgreen
COPENHAGEN

Scandinavian®
Biolabs

turtle®

CLIENT TESTIMONIALS



"Mercive manages to balance between equal parts hands-on development and implementation combined with an eye for our overall strategic roadmap. We needed a partner who could see our business holistically. We were not "just" looking for a Shopify agency, but rather a strategic partner - and this is exactly what makes us work integrated across platforms and channels."



Jonas Qvist
Global Marketing Director

forét®

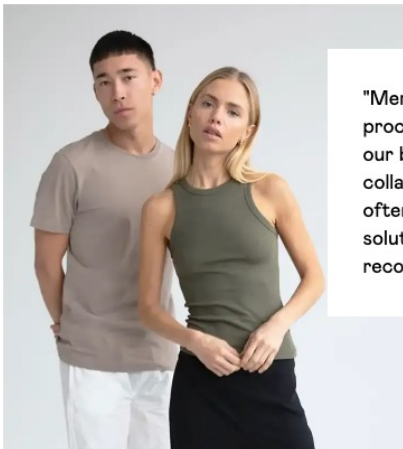


"From the first meeting, we could tell that Joseph Copenhagen and Mercive would be a good match. Together with Mercive, we made a strategy for our E-Commerce and Shopify, where all our wishes have been acted upon in a short time. Mercive has lifted Joseph Copenhagen to the next level and made life as business owners much easier, as well as giving us a sense of security on our drop evenings in the form of their enormous expertise and professional setup."



Josephine Havmøller, Founder
Aske Lundsgaard, Director

**Joseph
COPENHAGEN**

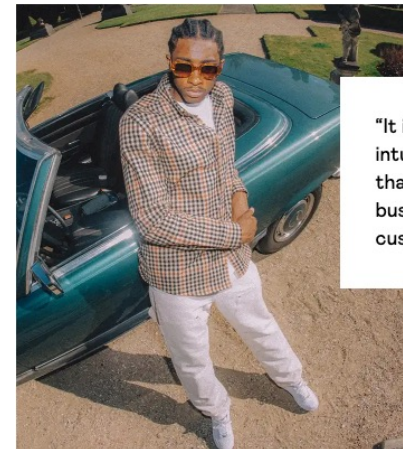


"Mercive has been a very knowledgeable partner throughout the process. They have incredible technical skills, a great understanding of our brand and a strong professional foundation, which makes it a smooth collaboration. They think several steps ahead in the process, whereby we often are able to save time and money in the long term, as we think of all solutions in a larger context of the user journey. I can strongly recommend them as a partner."



Christian Sonne
Head of E-commerce

bareen®



"It is essential for us that our partners listen to our needs and that our intuition feels right. From the first meeting with Mercive, we could feel that we were in good hands. We would highly recommend Mercive to any business looking to improve their Shopify setup and create a better customer experience."



Sebastian Thorhauge
E-commerce Manager

BLS HAFNIA

CLIENT PERFORMANCE METRICS

The data on the right shows the average growth in performance that our customers have achieved after 6 months with Mercive as their Shopify Ecommerce partner.

+171%

Increase in Revenue

+82%

Increase in
Conversion Rate

+15%

Increase in AOV

+62%

Increase in
Customer Return Rate

OUR PARTNERS

We work closely with our partners to build the best solutions that set the foundation for future growth and create value for both your internal organization and customers.

SANITY

TRAEDE

yotpo.

rebuy

SPY

 **gorgias**

KLAVIYO // PARTNER

 **recharge**

_zapier

MUTESIX

 **shopify** *partners*

rivo

PLANET NUSA (SHOPIFY PLUS)

BACKGROUND

Planet Nusa has many products and categories that they want visitors and potential customers to experience on their webshop.

SOLUTION

With the aim of inspiring visitors to explore multiple collections and products, we developed and implemented upsell functionality in their slider cart and checkout.

The recommended products can be tagged dynamically or statically depending on the season and campaigns. This allows them to be flexible in their product displays, depending on the strategy.

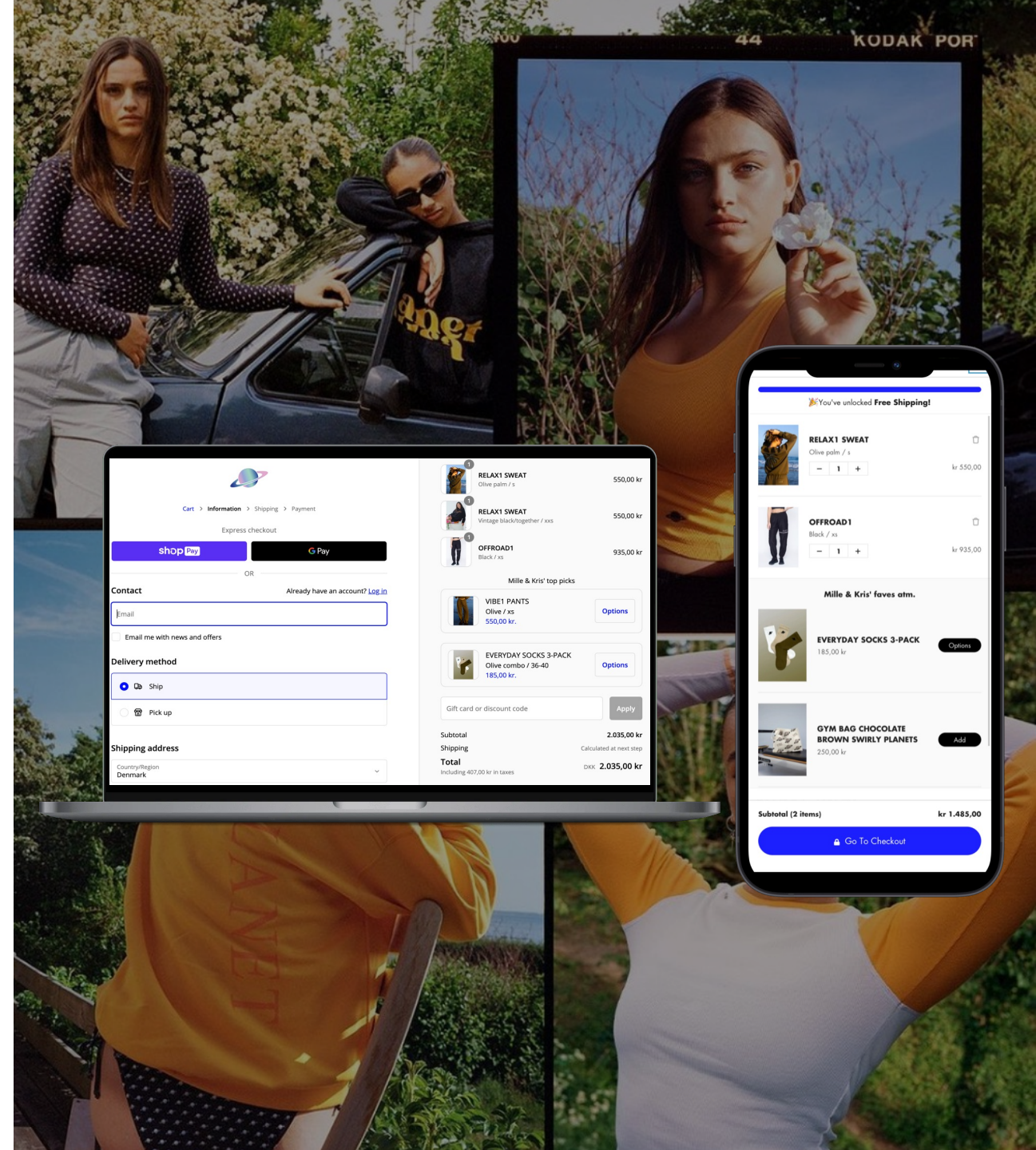
The goal was to communicate relevant products throughout the customer journey, inspiring the visitor to add to cart or make additional purchases.

SERVICES

- > Development > CRO
- > Design > Strategy

RESULTS

- > Conversion Rate: + 11,1%
- > AOV: + 8%





Case

CHAMBERLAIN COFFEE (SHOPIFY PLUS)

BACKGROUND

Chamberlain Coffee wanted a new webshop to activate and support their brand identity with improved functionality and fast webspeed.

SOLUTION

Through a customer-centric approach, we developed strong functionalities to support a great digital experience. Through interactive design, we brought colors to life and were able to create a playful universe that aligned with the user experience.

The solution supported personalization throughout the journey, aiming to enhance performance across the board. Additionally, subscriptions were an important element on the site to build long-term relationships with potential and existing customers.

SERVICES

- > Development
- > Strategy
- > Design
- > Headless

RESULTS

- > Conversion Rate: + 17,2%
- > AOV: + 5,8%

BAREEN (SHOPIFY PLUS)

BACKGROUND

Bareen had a clear desire to improve performance on their webshop, enhance the user experience through dynamic content, and streamline their identity.

SOLUTION

Based on a mobile-first wireframe design, we developed a custom headless commerce solution using Sanity as the CMS while maintaining the strong Shopify backend.

The solution has allowed Bareen to work much more agilely with their content and achieve a webspeed performance that only their competitors can dream of.

Furthermore, we designed and integrated a custom loyalty program that will help Bareen retain customers, engage them with the brand, and offer various incentives to increase sales over time.

SERVICES

- > Development > Tracking
- > Design > Strategy

RESULTS

- > Conversion Rate: + 6,3%
- > AOV: + 10,4%





Case

JOSEPH COPENHAGEN (SHOPIFY PLUS)

BACKGROUND

Joseph Copenhagen has experienced high demand for their collections and sought an optimized setup that could handle the high demand on drop days.

SOLUTION

Our focus was to create a user-friendly flow that could quickly and securely guide customers to checkout before the products sold out.

Additionally, we emphasized understanding the customer journey from A to Z in order to support potential buyers in purchasing more than they had initially planned.

To handle the heavy traffic and international interest, we migrated them to Shopify Plus and built a completely new custom setup. The numbers speak for themselves thereafter.

SERVICES

- > Development > E-mail
- > Design > Strategy

RESULTS

- > Conversion Rate: + 52,6%
- > AOV: + 49,2%

> **GET IN TOUCH** <
www.mercive.com

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