

# SteelHouse Helps Agency Turn Marketing Chaos into Harmony

## A Header Here Would Be Nice...

OneStop internet provides customized web design and eCommerce technology to more than 50 leading brands and online retailers including 7 For All Mankind, Reef Sandals, John Varvatos and many more. Their full-spectrum of outsourced eCommerce solutions provides retailers with nearly everything they need, from website and integration, to order fulfillments and customer service.

As the “single source for all a retailer’s online commerce needs,” OneStop needed a way to overhaul the often tedious process for managing the online marketing and advertising campaigns for their rapidly growing list of clientele. They wanted a “single source” of their own that would curb the excessive costs and time constraints suffocating the industry and help them more effectively execute campaigns - from strategic planning and creative development, to execution and optimization.

## SteelHouse Defuses Agency Pain Points

Before finding SteelHouse, Onestop, like most agencies, had to use multiple vendors to build, create, launch and track all of their clients’ online ads and marketing campaigns. But they found that working with multiple vendors to accomplish this was tremendously inefficient. It often led to bloated timelines and costly, lackluster ads that failed to deliver the revenue lift their online retailers wanted. Coupled with the fact that analytic reports from other behavioral marketing platforms aren’t transparent and campaign optimization was non-existent, Onestop knew that a better solution was needed to sustain their own company growth, alleviate the strain on their internal resources, and deliver a greater return for their clients. They wanted a solution that would not only increase their online marketing efficiency and performance, but more importantly, enable them to streamline and optimize every single one of their clients’ crucial individual marketing campaigns.

## Drive in the Fast Lane with SteelHouse's Integrated Marketing Platform

With SteelHouse, Onestop is able to do it all better, faster and more efficiently. From creative development to ongoing campaign optimization, SteelHouse leverages big data marketing with a powerful dynamic ad builder to provide Onestop with a way to manage all their clients' campaigns from start to finish through one integrated platform with an intuitive, user-friendly interface. SteelHouse's innovative platform enables Onestop to create online and mobile ad experiences that truly reflect their clients' brands on any device, reach consumers wherever they are, and yield great results thanks to real time data intelligence that delivers the right online offer to any consumer through a sequence of messages across the most effective channels.



Retargeting Ad (offsite)



Real Time Offer (onsite)

With easily accessible account advisors and SteelHouse's transparent reporting, Onestop can instantly see how a client's campaign is performing – from web traffic, view-throughs, lift in conversion, average order values, revenue and more. And with SteelHouse's army of dedicated marketing techies, Onestop knows all their clients' campaigns are being closely monitored and optimized around-the-clock.

“SteelHouse has made it possible to streamline our entire marketing process for clients. They're integrated platform incorporates every piece of the puzzle – planning, design, execution, launch, monitoring, and reporting – and the interface is refreshingly easy to use. Creating and optimizing our clients' crucial brand campaigns is no longer a tedious process for us. With SteelHouse, we now have the technology to do it all.”

– Derek Chew, Director of eCommerce & Marketing at Onestop Internet