



Logan Tod raises its game with Kitbag account win

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Today, Logan Tod adds Kitbag.com, Europe's leading online sports store, to its impressive list of clients, including Littlewoods, Mothercare and Renault.

PR9.NET November 14, 2005 - The web agency will improve efficiency and effectiveness for Kitbag's online business, aiming to increase the number of orders, as well as the value of the average order.

Logan Tod will assess the effectiveness of the eight Kitbag online stores, as well as develop strategies to improve the conversion rate of each site.

Matthew Tod, CEO of Logan Tod, says: "Our experience with other retail clients has shown that refining the checkout process and internal search is crucial to improving conversion rates and ultimately generating sales.

"But improving search and sales is only part of the process. Immediate impact can be achieved by refining navigation and functionality based on our interpretation of web analytics tools. Working closely with the Kitbag team, we will develop clear recommendations and strategies. And given the broad range of brands and the wide geographic reach of Kitbag, small changes to the site will have a big impact on sales and return on investment."

Kitbag provides customers with a wide variety of official merchandise from the world's top sports brands, including licensed international and domestic kits, replica and retro shirts and sporting souvenirs. The company is well known for supplying kit from big-name football clubs such as Manchester United, Barcelona, Celtic and Chelsea, as well as sportswear companies, Nike and Reebok.

Ray Evans, Commercial Director of Kitbag, aims to make Kitbag's already successful online sports store even more effective and customer friendly: "Kitbag's site traffic makes for impressive reading; we are certainly driving customers to our online stores. The challenge now, is to refine the customer journey from first visit to checkout. Logan Tod's expertise with online retailers and understanding of consumers will guide us through this process: helping more visitors become customers – more effortlessly, more frequently and more efficiently."

The total UK sports goods market is worth over £4.5 billion and has grown over 25% since 1999*(Source: Mintel). Of this, 75% of this was accounted for by clothing and footwear, which is Kitbag's key market. The football replica kit market, of which Kitbag is also a major player, has been a key driver of this growth, with the market estimated to be worth more than £200 million per year.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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