



CASE STUDY.



MEDTERRA CBD CASESTUDY

MAY, 2020

IGNITION COMMERCE

COMPANY OVERVIEW

Founded in 2007 and headquartered in Alpharetta, Georgia, Ignition Commerce specializes in e-commerce multi-channel retailing, with superior expertise in integration strategy, design and deployment as it relates to Salesforce B2C Commerce.

01. "Best Practice" Reference Applications – Oracle & Salesforce B2C Commerce
02. "Do It Once, Do It Right" – Development Philosophy
03. Innovation Expertise – Leader in Delivery of Functional Enhancements
04. Integration Expertise – 140+ Reusable 3rd Party Integrations



MEDITERRA CBD

COMPANY OVERVIEW

Founded in July 2017 and headquartered in Irvine, California, **Medterra CBD** specializes in seed to sale oil extract using CBD as the primary ingredient. Licensed with the Kentucky Department of Agriculture (KDA) and a member of the Hemp Research Pilot Program, **Medterra CBD** is the industry leader for both CBD wholesale and retail markets.

Initially, Medterra's focus was to bring transparency and awareness to the benefits of CBD, however, with rapid industry growth post 2018 Farm Bill, **Medterra CBD** pivoted its focus to retail, both e-commerce and traditional brick and mortar, including a recent product launch with CVS.

Medterra CBD offers an affordable price point, attractive product packaging and a slick, customer friendly e-commerce storefront. **Medterra CBD**'s website includes an intuitive UI with a prominently displayed contact form, customer testimonial section, FAQs, and links to educational CBD sites.

Medterra CBD plans to launch with several other national retailers in the coming months. Additionally, **Medterra CBD** is expanding to global markets, establishing a presence in Europe (headquartered in Netherlands), Latin America (headquartered in Mexico City), and Asia (Tokyo).



CASE STUDY

THE OBSTACLES

Ignition Commerce entered into a contract with Medterra CBD to workshop and surface business specific concerns as well as to engineer innovative site enhancements to address market level obstacles.

There are several challenges within the CBD e-commerce market, most notably, payment gateway friction over the CBD space in general and a lack of Multiple Merchant Processing Accounts (MIDs). It has become commonplace for CBD retailers to find their merchant accounts unexpectedly and suddenly terminated when a financial partner erroneously confuses CBD with its illegal variant THC. While, CBD products are legal in all 50 states and contain no hallucinating effect, some financial partners erroneously perceive legal risk and terminate without notice. In order to mitigate the risk of termination, it is vital to have at least one failover MID.

Compounding this issue is the fact that many CBD users purchase products through a continuity program with items being delivered automatically on a scheduled basis. As payment tokens are MID-specific, termination by a merchant disrupts all future orders. To solve for this exposure, Medterra needed a solution that would allow for the payment tokens to be stored in a way that would allow them to be redeemed on any MID.



CASE STUDY

THE SOLUTION & OUTCOME

Utilizing their extensive industry expertise and innovative launch strategy, Ignition Commerce developed and deployed multiple back-end integrations and UI enhancements to the Medterra CBD storefront. The result has been an improved customer experience, increased order frequency and established a secure payment gateway with trusted failover mechanisms in place. Featured components of the implementation include:

B2B Portal for Wholesalers: Provides an easy to use layout for product purchases, PO payment options, an optimized checkout and sales reporting.

Rewards Point Program: Allows shoppers to aggregate points through purchasing, social sharing and referrals that can be redeemed for product.

Affiliate Platform: Serves as a full featured application for calculating commissions for retargeting partners and social influencers. Each affiliate is assigned a unique ID that allows referred shoppers to be associated to an affiliate account for commission accrual. Commission rates can be different for initial and subsequent purchases and a reporting suite shows which products each affiliate is successfully promoting.



Single Page Checkout: Created for a streamlined checkout flow reducing cart abandonment

Product Bundle and Save: Custom functionality allows shoppers to receive discounts as they purchase complimentary products. Discounts increase in synch with the increase of additional qualifying products.

Continuity: Shoppers set auto-reorder preferences at the SKU level and receive discounts when they purchase on an automated schedule. This feature guarantees both loyalty and increased, predictable revenue.

Rootstock OMS: Integration allows for scalability and growth opportunity utilizing the shared cloud with Salesforce CRM.

Authorize.net Integration: Customized payment setup provides payment failover and load balancing functionality.

Speedly: Creates a secure payment intermediary where credit cards can be safely tokenized and redeemed on any payment gateway. This ensure that continuity orders are uninterrupted if a merchant account is terminated.