

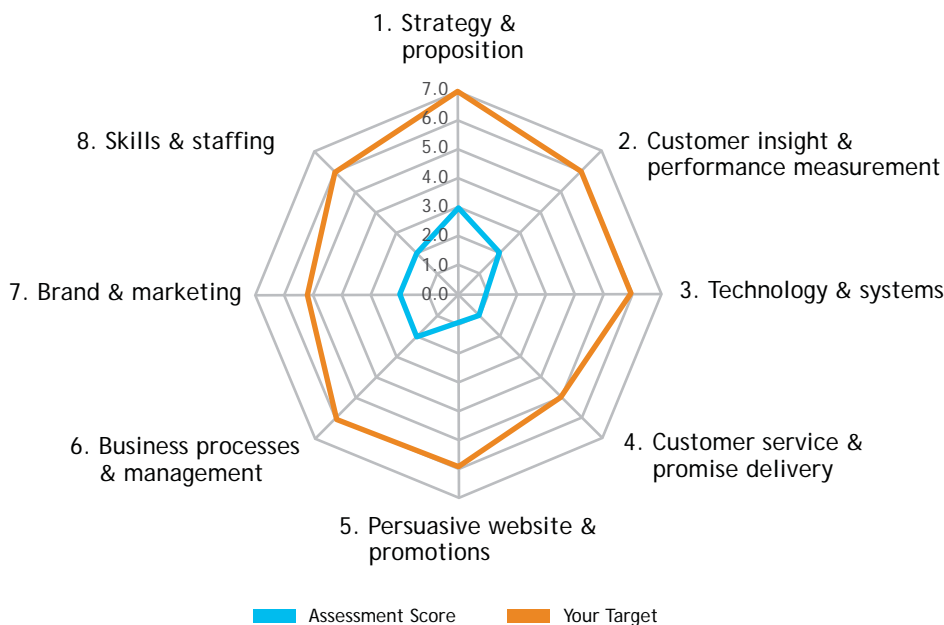
Europe's leading online performance optimisation consultancy



Logan Tod & Co delivers guaranteed revenue and gross profit improvement for the ecommerce operations of leading retail and consumer brands.

Logan Tod & Co creates and implements improvement programmes by identifying and quantifying the true online constraints for clients' businesses, which in turn accelerate growth and enable higher profit.

Tackling the real issues that hinder online growth and profitability



Through our extensive experience of working with over thirty retailers we have learnt that improving online business performance requires a holistic approach that looks at all aspects of the online business, not just the customer experience.

This involves analysing everything from the basic online strategy and proposition to customer service and fulfilment and from business processes to skills and staffing. Each of the 8 key areas are interlinked and failure to address any one can affect the success of an online business.

What makes the Logan Tod & Co offer unique?

Through our work with over 30 retail clients spanning seven years we have assembled a propriety set of:

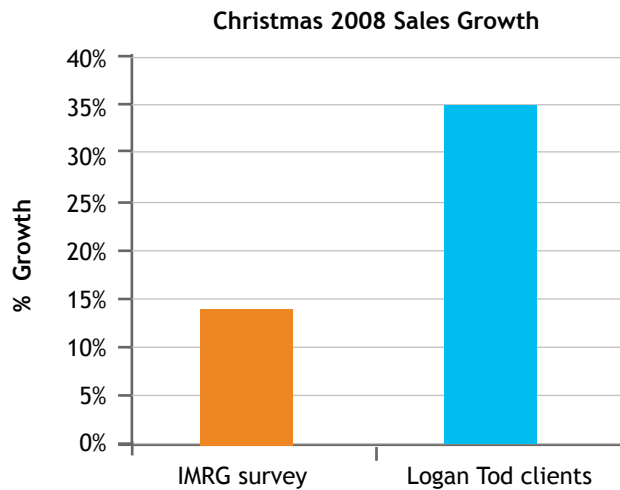
- Practical skills and real in-depth experience of the real world of online retail
- Proven analysis tools and approaches that significantly speed up investigation
- Benchmarks and norms to diagnose issues and plan improvements
- Methodologies and processes clients can use to accelerate their improvement programme
- Research and Intellectual Property that improve upon the best practice in the market
- Partnerships with analytics and technology vendors
- Advanced data gathering and management techniques

All this expertise and knowledge is harnessed to identify and unblock the bottlenecks and constraints within clients' online sales channels, and hereby mobilise faster more profitable growth.

Logan Tod & Co

Does this approach really work?

At Logan Tod & Co we believe the true answer to this question comes from real, tangible results:



The annual IMRG survey reported 14.2% growth last Christmas in the retail sector; Logan Tod & Co clients reported on average 34.9% growth over the same period.

"The eBusiness optimisation programme Logan Tod & Co operates for Kitbag is a critical element in growing our online sales from £12 Million to now in excess of £50 million"
Ray Evans, CEO Kitbag

Organisations who have chosen to work with Logan Tod & Co

We have gained extensive experience working with some of the leading retail and consumer brands in the online B2C sector.

Retail	Finance	Media	B2B	Leisure	Public Sector

For more information, or to discuss how we can help drive your online business, contact Mike Williams
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