



CASE STUDY

SmartVendor[®]
Point of Sale by Vendorware[®]

About

SmartVendor

ACCEO Smart Vendor offers comprehensive POS solutions tailored for Canadian small to medium-sized retail businesses, providing a combination of software, hardware, training, installation, and support. Designed to meet the unique needs of each retailer, the system is adaptable to a broad range of sectors from kitchenware and fashion boutiques to garden centers and sporting goods stores. The team at ACCEO takes the time to evaluate each client's specific needs, ensuring the implementation and training plan is customized for optimal performance and success.

In addition to their standard offerings, ACCEO Smart Vendor features optional modules to enhance business efficiency and profitability.



As a product of Multipost Retail Systems, Smart Vendor has been a trusted name in the retail industry since 1980, supporting a diverse array of businesses including hardware stores, bookshops, jewelry stores, and more. Each system is built to facilitate inventory control and can be adjusted to fit virtually any retail environment, demonstrating its versatility and commitment to meeting the demands of its users.

CASE STUDY

1 challenges

Smart Vendor identified the need to enhance user engagement and increase online conversions to generate more leads. They partnered with Mediaforce to develop and optimize their website, improving the site's functionality and ultimately boosting both leads and revenue.



before Mediaforce

- Smart Vendor needed to improve user engagement on the site and drive more online conversions to generate more leads.
- Our strategy was to redesign the website architecture to enhance user experience, optimizing site usability.

CASE STUDY

key metrics

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Smart Vendor's case study evaluates key metrics such as conversion rate, leads generated, and user experience. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce



180% increase in leads
in the first 3 months



49% increase in goal
completion rate



19.44% increase in
session duration



11% decrease in
bounce rate