



# Nextopia Customer Success Story

## Ecomm/ShopNav Lifts Conversion 20% for Golf Retailer



Online retailer of new and used brand name golf equipment, creator/publisher of the PGA.com Value Guide, and creator/manager of the PGA Trade-In Network (over 6,000 golf shops nationwide)

**Industry:**  
Consumer Electronics,  
Major Appliances and Furniture

**Region:**  
USA and Worldwide

**Website:**  
3Balls.com  
PGA.com/valueguide

**Customer Since:**  
2008

**Nextopia Apps:**  
- Ecommerce Shop Nav

*“Nextopia is a no-brainer-ShopNav paid for itself in less than 30 days.”*

Doug Smith  
VP, Marketing & Business Development  
3Balls.com

### Background

Turning dusty clubs and putters into cash, 3Balls.com has been reselling America’s golf inventory for decades. The company creates inventory from manufacturers’ older new stock, product returned from retailer promotion programs or demos, and used brand name equipment commonly found in people’s golf bags and garages. 3Balls.com has been so successful creating and owning this market that it even compiles and publishes the PGA.com Value Guide, a real-time Kelly Blue Book of used golf equipment values.

While eBay and the Amazon marketplace have been successful retail channels, the importance of its own site has grown. Sales growth on 3Balls.com became acute in 2008, according to Vice President of Marketing & Business Development Doug Smith.

### Background

Instead of opting for the internal development route, Smith looked toward the vendor community.

*“While eBay is still our biggest selling channel, direct retail sales produce better margins and build customer loyalty. As site search is a big part of our retailing experience and our search technology was really cumbersome and slow, we realized that we needed something far more sophisticated.”*



## ..success story continued

### Solution: Evaluating Nextopia, SLI Systems, and Mercado Navigation

Smith's prioritized on improving merchandising as well as the speed and relevance of search results. A short list of similar offerings from Nextopia, SLI Systems, and Mercado led to a product demo from each vendor. Nextopia deployed a trial account of its new Ecomm/ShopNav service within 24 hours on 3Balls.com's production website. Smith found deployment and integration with his thousands of product SKUs a simple process. He conducted similarly exhaustive reviews of SLI Systems and Mercado.

After several weeks, he checked his report card, comparing speed, search accuracy, and attribute filtering results, tallied up the results and made his decision.

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*“This is the biggest and fastest ROI of any technology we've installed in the last ten years.”*

Doug Smith  
VP, Marketing & Business Development  
3Balls.com

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*“ Product functionality and technology were pretty much on par for all three. Features such as the ability to filter by search attributes were similar for each. The big difference was pricing; Nextopia's annual subscription was so much less, it was impossible to ignore.*

### Results

Smith deployed Nextopia on the eve of the key summer retailing months of June through August, and saw almost immediate results. Every important metric improved greatly; site conversion rates jumped in all categories, and conversions from Google and Yahoo PPC campaigns rose. Average time-per-visitor on the site increased. Bounce rates (people hitting a website page and leaving immediately) decreased. For the first time, Smith was able to do real “on-the-fly” merchandising, showing more targeted ads to shoppers.

### ROI

According to Smith, Nextopia has also made his site a much more pleasant shopping experience. Consumers are able to find what they need and buy it, delivering an ROI that he would have found hard to imagine when he first started investigating site search technology only months earlier.

*“ We've implemented a lot of software but this has probably delivered the largest and fastest impact to our bottom line in the ten years we've been selling online. We paid for the annual subscription cost in less than a month.*