

# Case Study

## Drupal Commerce | Edukame

**Edukame**  
niños y familias felices

### CLIENT/PROJECT NAME

Edukame

### PROJECT THEME

Integrating child-development blog content with an eCommerce website to map blog posts to sale items such as educational books and toys

### THE APPROACH

Drupal 7 and Drupal Commerce for flexible, scalable, fully integrated content management with eCommerce

### BENEFITS

- » Pinterest-like navigation boosted site visits and length of visits
- » Sales conversion rate increased by 35 percent
- » Integration with the Apache Solr search engine improved search accuracy and links between blog and commerce site content
- » Drupal for Facebook module cut user registration and identification to a few seconds
- » Multi-channel capability allows access to content from multiple devices

### PARTNERS

Neurotic

### MARKET

Spain

### URL

www.edukame.com

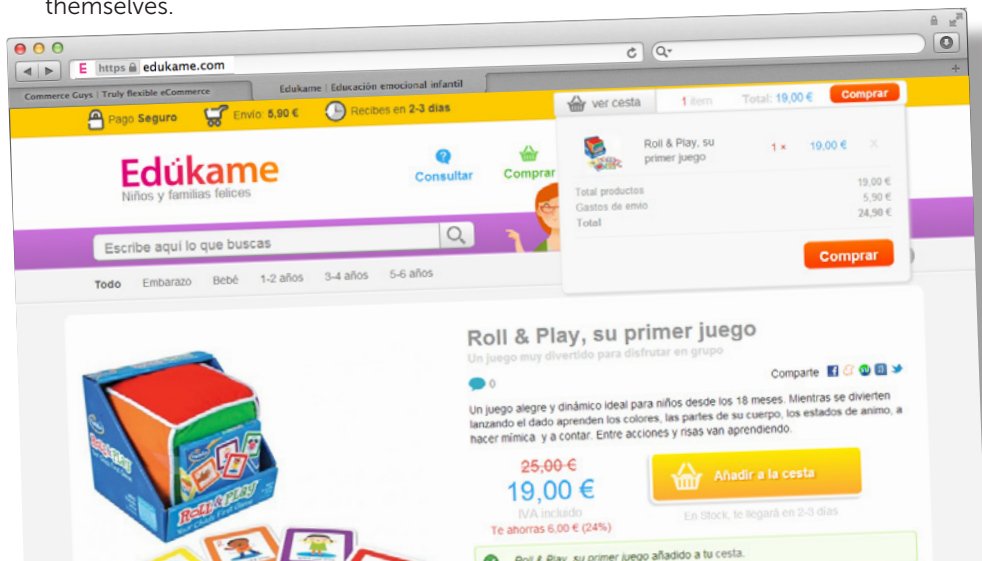
**commerce**  
**guys**

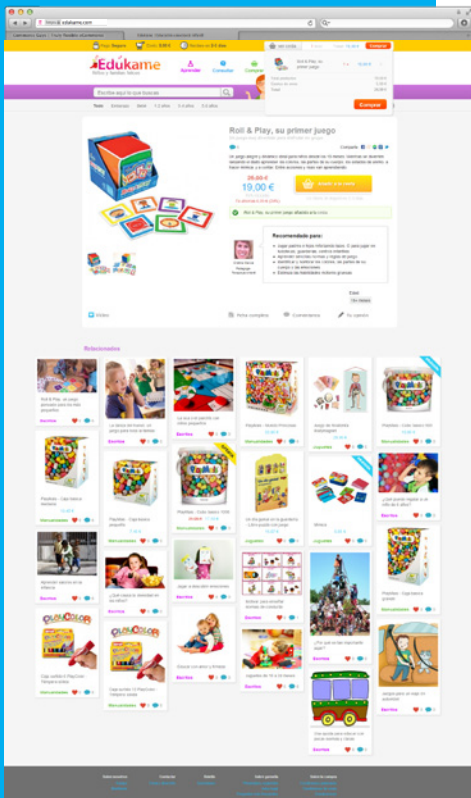
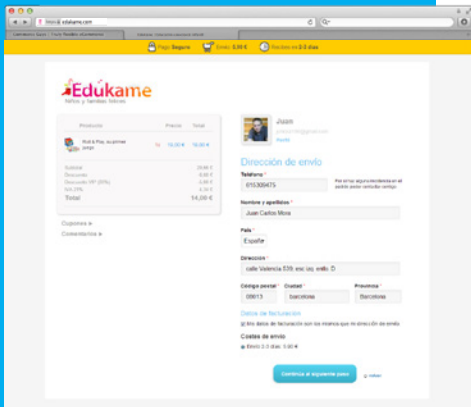
## The Challenge

Edukame started as a blog focused on child development, addressing topics related to children's emotional maturation process with the mission of guiding parents through the ups and downs of child rearing. As the blog's popularity increased, drawing more and more viewers, Edukame's owners decided to monetize the website by selling educational books and toys. But Edukame found that steering blog readers to the eCommerce site was a challenge, and the company would have to boost conversion rates to succeed. In addition, Edukame wanted to integrate its website with Facebook, deliver easy navigation, and provide access from any device, including desktop, laptops, tablets and smartphones. Drupal and Drupal Commerce were selected for this project due to the platform's CMS capabilities combined with the flexibility and features of Drupal Commerce. The result: a fully integrated site with multi-channel support, easy content management and design flexibility.

## The Solution

Edukame selected Neurotic, SB IT Media and SEAVTEC to integrate the blog and eCommerce content, leveraging Drupal not only for integration but also to enhance the site's design and performance. Taking advantage of Drupal Commerce and Drupal Views, Edukame created a rewarding experience for site visitors, improving the accuracy of content searches through integration with Apache Solr, and making it easy to navigate between the commerce and blog sites. The Drupal for Facebook module lets Edukame users register and get authenticated in seconds without having to enter data because it is captured from the social media site. With the new functionality in place, page views have risen 43 percent and visitors spend 52 percent more time on the site. Pinterest-like navigation has boosted the sales conversion rate by 35 percent. Edukame is planning more improvements with further development on the Drupal framework, but the early results speak for themselves.





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### About Edukame

With the motto "Helping parents is our mission," Edukame in 2012 launched a child development website to guide parents through the child-rearing years. The Edukame team consists of experts in emotional education experts, early childhood education, family counseling, family, couples psychotherapy, Gestalt therapy, and Internet communication.

**Neurotic**<sup>web</sup>

### About Neurotic

Neurotic is a Drupal-focused consultancy offering services to developers and corporate clients. Neurotic's expert programmers deliver a host of Drupal-related services, including planning and project management, design, usability, layout and web accessibility, improved positioning, scalability and performance.

**sb it media**

### About SB IT Media

SB IT Media was founded in 2005 with the creation of the SceneBeta.com communities. A Drupal platform pioneer, SB IT Media made an early commitment to open-source software, and is a member of the Asociación Española de Drupal. The company offers consulting services in performance optimization, migration to Pressflow, and backend systems.

**3 SEAVTEC**  
no limit, working together

### About SEAVTEC

Computer services and technology consulting: System Architecture, HA and Scalability, Cloud Computing, VoIP, Monitoring and performance, Systems Administration, Drupal, Software Open Source Projects.



“Drupal Commerce is the sum of two things: the power and flexibility of Drupal and the real eCommerce experience of Commerce Guys.”

- Carlos Rincón Sánchez, CTO



**DRUPAL COMMERCE**