

AURUM

JEWELRY

7 YEARS · TECHNOLOGY PARTNER TO A 65+ STORE JEWELRY CHAIN

In 2019, **AURUM** outgrew its platform.

We built AURUM a new website from scratch – replacing an OpenCart store that didn't sell. And for 7 years now we've kept developing it as their technology partner.

65+

stores in real-time sync

7

years of partnership

100k+

products – search in milliseconds

2019 →

traffic and orders grow every year

An OpenCart store that showed products but didn't sell

ⓘ DIAGNOSIS 2019 · WHAT THE BUSINESS WAS LOSING

- ✗ Low sales and abandoned carts
- ✗ A static interface that lost to competitors
- ✗ Managers editing thousands of products by hand
- ✗ On-site stock didn't match reality
- ✗ A slow site and slow search
- ✗ No additional sales channels

Instead of patching a platform that couldn't keep up with the business, we **rewrote the site from scratch** – and stayed on to keep developing it.

7 years of evolution – from launch to continuous development



What we built – and what it gave the business

01 Search in milliseconds – across hundreds of thousands of products

New architecture + ElasticSearch: the site flies even under peak load.

We migrated the site off OpenCart onto an architecture built to withstand peak load. For the catalog and search we implemented **ElasticSearch** – even across hundreds of thousands of items, a shopper finds the right piece in seconds. We paid particular attention to the critical steps of the purchase: the cart and checkout work flawlessly and smoothly – exactly where every glitch costs an order.

02 A promotion on thousands of products – in minutes, not days

A bulk-editing tool in the admin: prices, promotions, attributes – with no manual work.

Previously, AURUM's managers assigned promotions and changed prices and attributes by hand – item by item, slowly and with mistakes. We built a **bulk product-management tool**: grouping by fine-grained selections, mass-assigning promotions, and changing prices and attributes for thousands of items in a few clicks. A catalog-wide promotion now launches in minutes – without waiting on the developers.

03 Customers see the jewelry for real – before setting foot in a store

360° view, on-model photos, a dynamic, interactive interface.

The biggest barrier in jewelry e-commerce – you can't try a piece on through a screen. We added a **360° view and on-model photos**: a shopper sees how a ring looks from every angle and on the hand, before ever visiting a store. Over seven years the site has been through three redesign iterations – we don't wait for a design to age; we evolve it in step with the market: live interactions, hover states, an interface that matches the brand's premium feel.

04

65+ stores – stock in real time

| **ERP synchronization: a customer never orders what isn't there.**

Stock, orders, and packaging selection sync with the ERP instantly – across all **65+ stores in the chain**. Customers no longer order what isn't in stock: the very problem it all began with is now fully solved.

05

New sales channels

| **Google Shopping and Meta product feeds: the entire range – in ads, with live stock.**

Before 2019, these channels simply didn't exist for AURUM. We set up **product feeds**: the entire catalog now flows automatically into Google Shopping and the Meta catalog – with current prices and stock, no manual updates. Plus end-to-end analytics, event tracking, and email campaigns: marketing gained tools it never had before.

WHICH OF THESE DOES YOUR BUSINESS NEED?

AURUM's specifics are **under NDA** – like those of every client of ours. The experience isn't. On a first call we'll map out your challenges – and show you how we've already solved them. Everything you see on the public aurum.in.ua is our work. Go and see for yourself.

For 7 years, AURUM has trusted us with the technology side of their business. Because we're not an outside contractor but **an extension of their team. We don't wait for tasks – we spot them first.**

“

We collaborated with Red Chameleon on the development of a web project, and I can confidently recommend this team as a reliable technology partner. They showed genuine professionalism and technical expertise, and their solutions fit our business needs. The result: a modern, fast, and functional website.



Ihor Mykolaivskyi

Digital Projects Director, AURUM

AURUM

JEWELRY

Has your business outgrown its platform, too?

We're the partner that spots the problems before you do – and shows
up with the solution.

Discuss your project →

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solved them