CASE STUDY

3edia Marketing Suite

The retention engine behind our client stores

CLIENT

3edia Marketing Suite

SECTOR

WordPress/WooCommerce plugin

LOCATION

built and operated by 3edia

STATUS

V2.11 IN PRODUCTION

01 Why we built it

Every e-commerce client eventually asks the same questions: *How do I bring customers back? Who are my best customers? Why did that cart get abandoned?* Off-the-shelf answers meant stitching five SaaS subscriptions together. We built one suite instead — and run it in production on real stores before any client touches it.

02 What it does

Multi-channel campaigns. SMS via Twilio (send, receive, bulk scheduling), WhatsApp via approved content templates, and email via SendGrid with a drag-and-drop template builder — all against one subscriber base with segmentation groups and network-wide opt-out compliance.

Abandoned-cart recovery. Carts are captured at checkout, recovery messages drip on a schedule with cooldown logic, and every send is tracked — recovered revenue is attributable.

A full loyalty engine. Points earned, redeemed, clawed back and expired; referral codes; customer tiers; and a complete audit log. Loyalty becomes the reason customers order direct instead of through commission-charging aggregators.

Customer intelligence. A denormalized customer-360 profile per shopper — lifetime value, recency, frequency — surfaced in the store's own admin, not a third-party dashboard.

Feedback that routes itself. A public feedback form with an admin dashboard; happy customers get redirected to leave a Google review.

Built for scale. A REST API with JWT auth and idempotency keys (the integration point for mobile apps), and a multisite architecture that consolidates multiple storefronts into one shared customer, loyalty and messaging base while keeping cart data per-site.

03 The engineering

20+ purpose-built database tables, a modular autoloaded class architecture, 40+ admin AJAX endpoints, and a disciplined release process — 15 versioned releases shipped over five months (v2.9 → v2.11), each archived and reversible.

04 Results

- Live in production across the Flo's Grill network (flosgrill.ca + ordernow.flosgrill.ca)
- One plugin replacing what would otherwise be 4–5 separate SaaS subscriptions per store
- $3,383 in abandoned-cart revenue recovered in 30 days — an 81.4% recovery rate (48 of 59 carts).
- $3,813.60 in coupon-driven revenue from just $647.25 of discounts (2,381 coupons minted), with $43,699.58 of at-risk revenue surfaced across 275 slipping customers.
- Loyalty engine and customer analytics live; multisite consolidation architected and staged
- 1,252 marketing SMS sent across the network to a 1,821-subscriber list — 1,774 active, 1,311 SMS-reachable.
- 1,598 customers enrolled in loyalty holding a $7,235.86 live points balance; 37% redemption and a 46% repeat-purchase rate.