Equation for Sales

How an E-Commerce Launch Drove $2.6M in Incremental Revenue

The Challenge

The Math Learning Center relied on a basic catalog website that didn't allow direct purchases. Customers could build a cart and generate an invoice number, but they still had to phone in their order to complete it. This created friction, slowed down sales, and left many potential purchases unmade. The organization needed a modern online store to serve educators and parents directly and reduce dependency on resellers.

What I Did

I pushed for and led the overhaul of the catalog site into a fully functional e-commerce platform. The new site included:

- Clear navigation by product type, grade, and subject
- Optimized product pages with accurate descriptions and improved imagery
- A streamlined checkout process that allowed for direct online payment
- SEO-friendly structure to improve visibility in search results

I also coordinated with subject matter experts to ensure accuracy while making the site easier for customers to use.

The Results

Within the first year of launch:

- The new e-commerce site generated **$2.6M more revenue than the previous year**, an all-time high for the organization.
- The majority of this growth came from manipulatives, a product line that had never been a major revenue driver before.
- These sales represented **true incremental revenue** — new business that the organization would likely not have captured through its old phone-based ordering system.

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