



**YEAR IN REVIEW**

**2019**

**NORTHERN**

Canada's Leading Digital Agency

# 2019

## YEAR IN REVIEW

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# ACHIEVEMENTS

This has been a banner year for Northern, working with best-in-class retailers, realizing record-breaking results, and bringing home a remarkable new award. We're feeling extremely grateful for all that we accomplished in 2019.



# INDUSTRY PARTNERS



Magento Enterprise  
Solution Partner



Google Premier  
Partner



Shopify  
Partner



Mailchimp Agency  
Partner



BigCommerce  
Partner



Facebook Marketing  
Partner



Salesforce  
Partner



Klaviyo  
Partner



Adobe Solution  
Partner

# GOOGLE PREMIER PARTNER AWARD

We are the proud winner of the 2019 Google Premier Partner Award for Growing Businesses Online for our work with West Coast Kids and finalist for the Shopping Excellence Award for our work with Kahunaverse Sports. With over 7,000 Google Partners and only six winners of Google Premier Partner Awards each year, we are extremely honoured to be recognized for our work on a global stage.



*This award is a true testament to the exceptional performance that has become the foundation of our company's culture.*

We look forward to maintaining this momentum as we enter 2020!





westcoast•kids

## THE BABY STORE THAT'S ALWAYS GROWING

Northern Commerce partnered with West Coast Kids to deliver an integrated purchase journey through Google Shopping campaigns. The results were incredible—earning a Google Premier Partner Award for “Growing Businesses Online.” Here’s how we delivered these record-breaking results to a leading Canadian retailer.

## THE CLIENT

A family-owned business from the very beginning, West Coast Kids was founded over 40 years ago on the concept of offering parents a specialty store for newborns to teens. Today, they have grown to become the fastest-growing baby retailer in Canada—offering leading brands and high-quality service to parents across the country.

## THE STRATEGY

The team at Northern Commerce recognized the opportunity to expand an already winning strategy that could both drive scaled revenue while maintaining a consistently high return on ad spend (ROAS).

Using West Coast Kids' catalogue of over 40,000 products, we synced their inventory management system, Aralco, to deliver real-time data to their eCommerce platform, Magento. In doing so, the Northern team was able to leverage an enriched product data feed to ensure the maximum amount of efficiency when combined with the power of Smart Bidding solutions and advanced Google Shopping campaigns. As a result, this allowed for more aggressive scaling opportunities that could reach new audiences and build enriched CRM data on customer and market concentrations.



*“Partnering with Northern Commerce has been a great experience.*

*The team’s knowledge of executing an effective digital advertising strategy has allowed us to grow our online presence and reach more customers than ever before. It’s wonderful to know that we’re working with a company that has the experience and skills to drive results for not only our eCommerce store, but our business’s overall bottom line.*

*With Northern, we know the goals of our business and the needs of our customers are understood, and that the team has what it takes to meet them.”*

**Stephen Price**  
Director of eCommerce



## KEY FEATURE UPDATES INCLUDE:

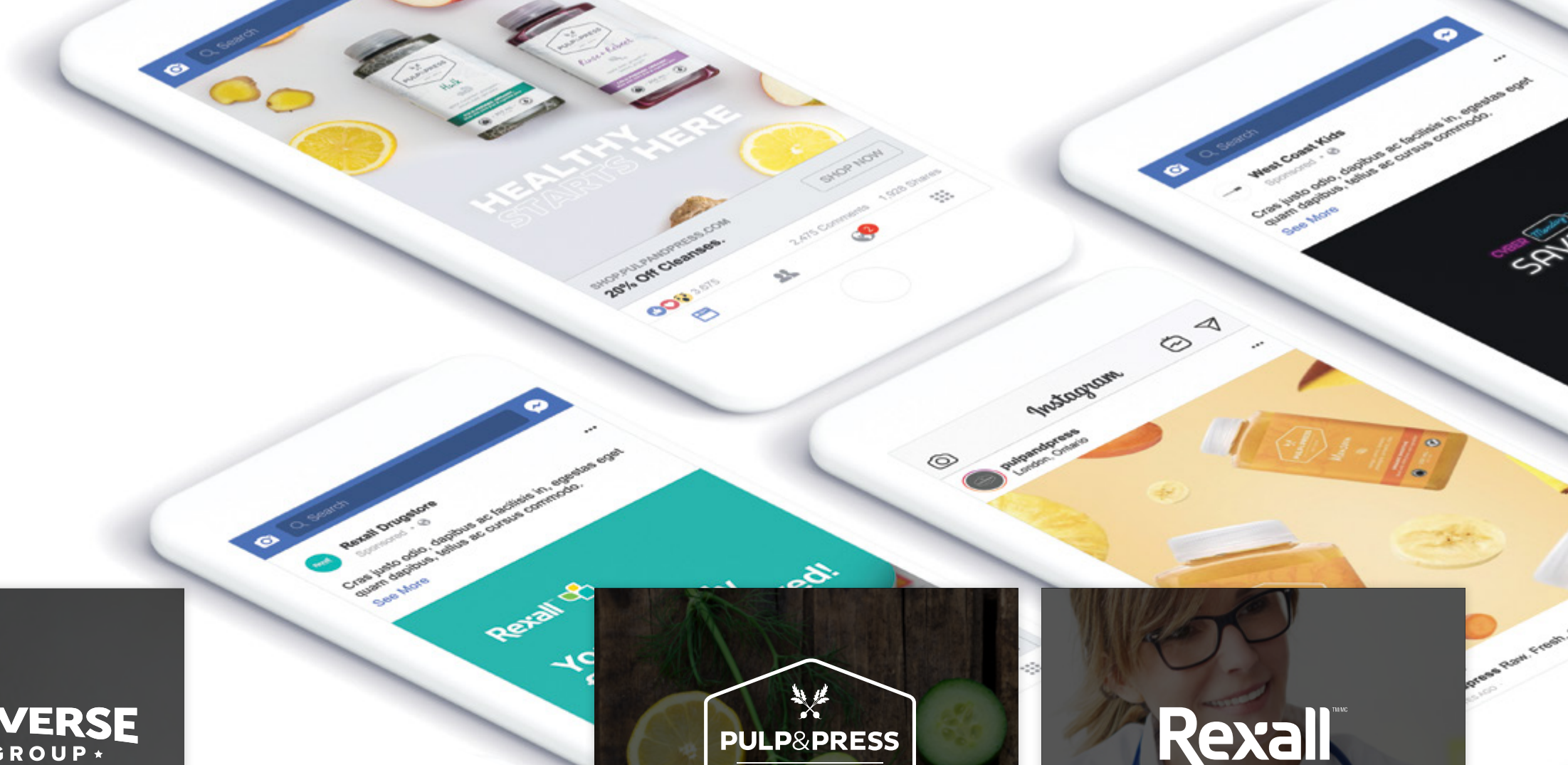
- Creating a data feed following Google's best practices, including custom labels for data such as price range, profit margin, and high average order values.
- Syncing West Coast Kids' inventory management system, Aralco, with their eCommerce platform, Magento, to deliver an enriched real-time data feed.
- Migrating from enhanced cost per click to more automated bidding solutions like "maximize conversion value" to drive increased efficiency at scale.
- Analyzing CRM data to identify potential market opportunities for retail expansion.





CASE STUDIES

# PAID MEDIA



**westcoast kids**

**190%**  
Increase in Revenue from Digital Advertising

**22X**  
Return On Ad Spend

**KAHUNAUVERSE**  
\* SPORTS GROUP \*

**88%**  
Increase in Revenue from Digital Advertising

**75%**  
Increase in Return On Ad Spend

**PULP & PRESS**  
EST. 2014

**152%**  
Increase in Sales from Facebook Ads

**126%**  
Increase In Facebook Purchases

**Rexall**

**300,000**  
Store Visits Driven Through Ads

**15%**  
Increase in Store Visits

# FACEBOOK MARKETING PARTNER

As a Facebook Marketing Partner, Northern helps brands drive better performance through proficient campaign management and advanced technical services. Northern is one of only a handful of agencies in North America who are a Facebook Marketing Partner for both Campaign Management and Technical Services.

## CAMPAIGN MANAGEMENT SERVICES






Northern's team of proficient Advertising Specialists has been thoroughly vetted by Facebook to ensure they meet the high standards set out to be a Facebook Partner. This partnership provides Northern's clients with additional account support, access to exclusive beta opportunities, as well as industry insights that all contribute to increased campaign performance.

## TECHNICAL SERVICES

As a Facebook Marketing Partner for Technical Services, Northern helps brands drive additional campaign performance by leveraging advanced audience tracking strategies. From integrating offline conversions to creating custom data feeds, Northern is able to increase campaign performance by enriching Facebook's data signals.



## Brands We Helped In 2019

 <p>True Botanicals</p>	 <p>Milwaukee</p>
<p>la Vie en Rose</p> <p>la Vie en Rose</p>	 <p>Lovevery</p>
 <p>Bikini Village</p>	 <p>Material World</p>

See our work:

[northern.co/ecommerce-digital-advertising](http://northern.co/ecommerce-digital-advertising)

CASE STUDIES

# EMAIL MARKETING



## 375%

Increase in Reviews of Products  
YoY from Post-Purchase  
Email Automation



## 160%

Increase in Website Traffic  
Post-Email Template  
Optimizations



## 120%

Increase in Revenue Generated  
by Email Marketing YoY



See our work:

[northern.co/ecommerce-email-marketing](http://northern.co/ecommerce-email-marketing)

CASE STUDIES

# SEO & CONTENT



## THE ULTIMATE GUIDE TO SNACKING HEALTHY

**1,500+**

New Email Subscribers

## VEGGIE STORAGE GUIDE

**1000%+**

Increase in Organic Traffic YoY

**115+**

Keywords Ranking in Top 10 Position



**145%**

Increase in Organic Site Traffic

## THE TOMATO LOVER'S GUIDE TO EVERY TYPE OF TOMATO

**208%**

Increase in Organic Traffic YoY

**200+**

Keywords Ranking in Top 5 Position

## KIDS IN THE KITCHEN CAMPAIGN

**232,000+**

Actions Taken Across Facebook, Twitter, and Instagram

CASE STUDIES

# SEO & CONTENT



## HOW DOES HOMEWORK AFFECT STUDENTS?

**114%**

Increase in Organic Traffic YoY

## GOAL SETTING TOOL KIT

**3000+**

New Email Subscribers

## CELL PHONES IN THE CLASSROOM: LEARNING TOOL OR DISTRACTION?

**99%**

Increase in Organic Traffic YoY

**41%**

Increase in Organic Sessions

**1700+**

Keywords Ranking in Top 5 Position



CASE STUDIES

# SEO & CONTENT

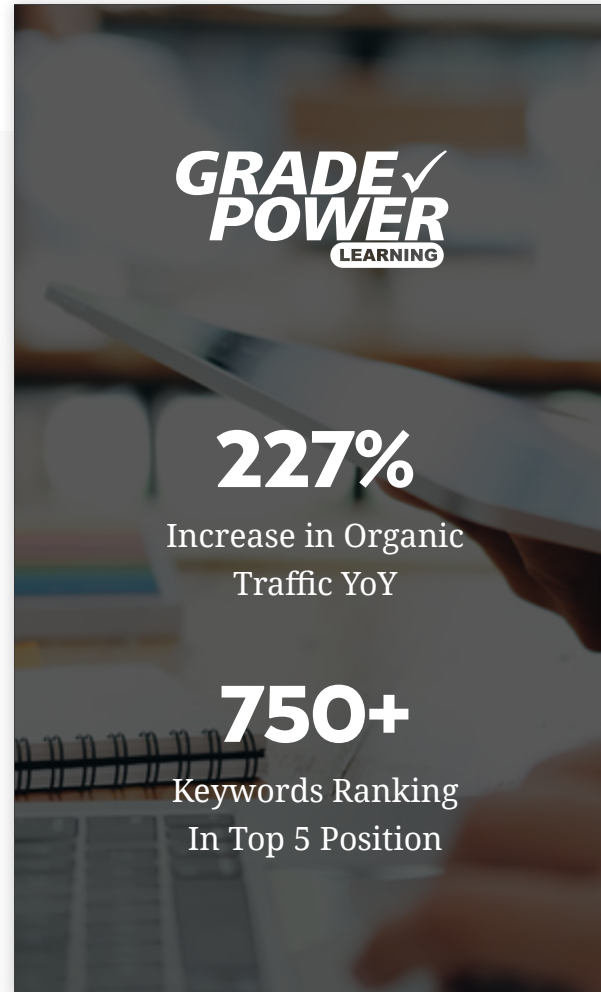


westcoastkids

**30%**  
Increase in Organic  
Traffic YoY

**\$150,000+**  
In Revenue From Location  
Pages

The graphic features a background image of a person in a grey shirt and blue jeans pushing a stroller. The text is overlaid in white and black.



GRADE ✓  
POWER  
LEARNING

**227%**  
Increase in Organic  
Traffic YoY

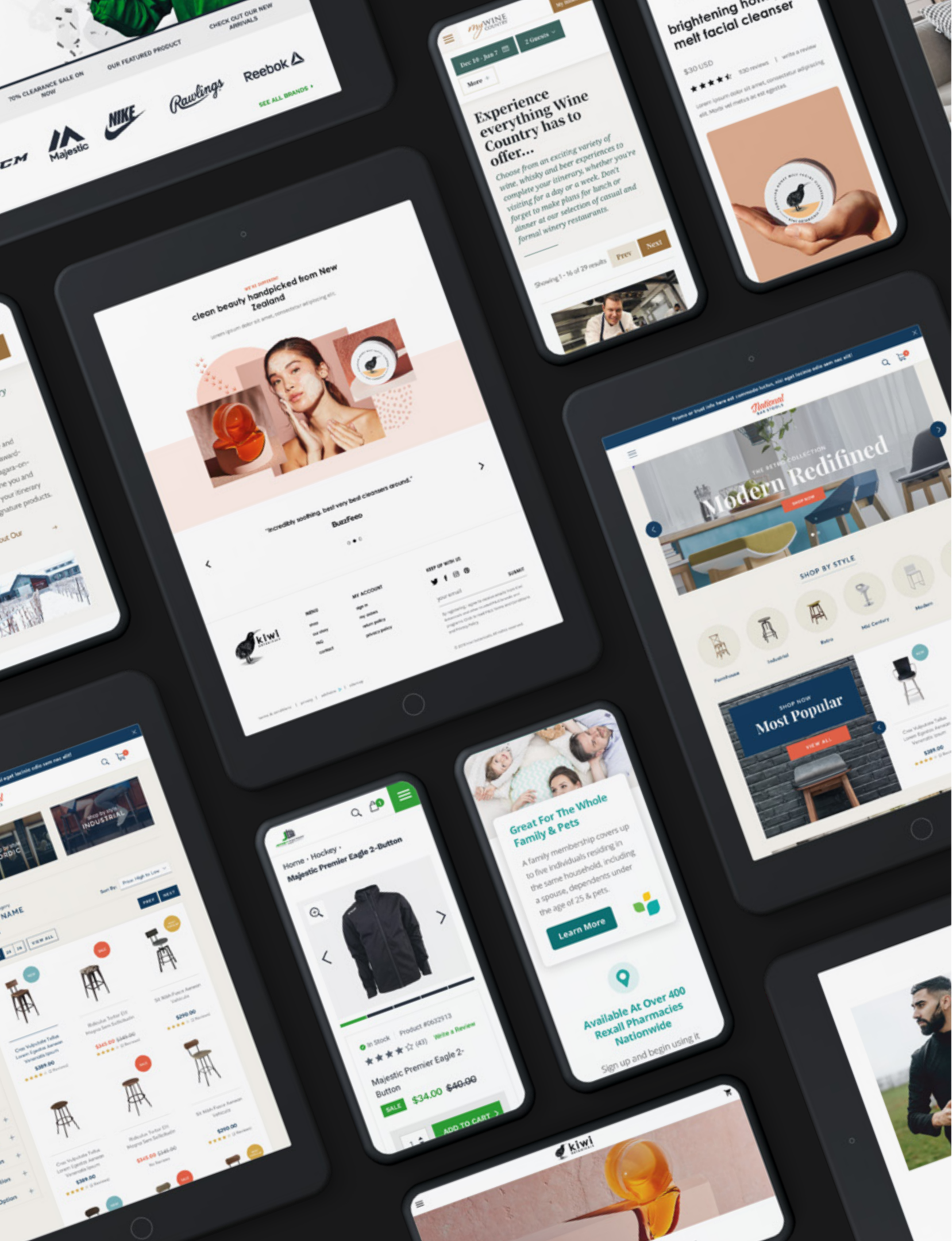
**750+**  
Keywords Ranking  
In Top 5 Position

The graphic features a background image of a person's hands typing on a laptop keyboard. The text is overlaid in white and black.

See our work:

[northern.co/ecommerce-search-engine-optimization](https://northern.co/ecommerce-search-engine-optimization)





# ECOMMERCE EXPERIENCES

We partner with merchants to create extraordinary eCommerce experiences using award-winning design and custom integrations—leveraging industry-leading mid-market and enterprise commerce platforms.



Magento Commerce



Shopify Plus



Salesforce Commerce Cloud



BigCommerce

See our work:

[northern.co/e-commerce-web-development](http://northern.co/e-commerce-web-development)



PELLER  ESTATES

## TOASTING TO SUCCESS WITH MAGENTO

Offering award-winning premium wines, tours and tastings, and dining events at their wineries across Ontario and British Columbia, Andrew Peller Limited is one of the most recognizable names in the industry.



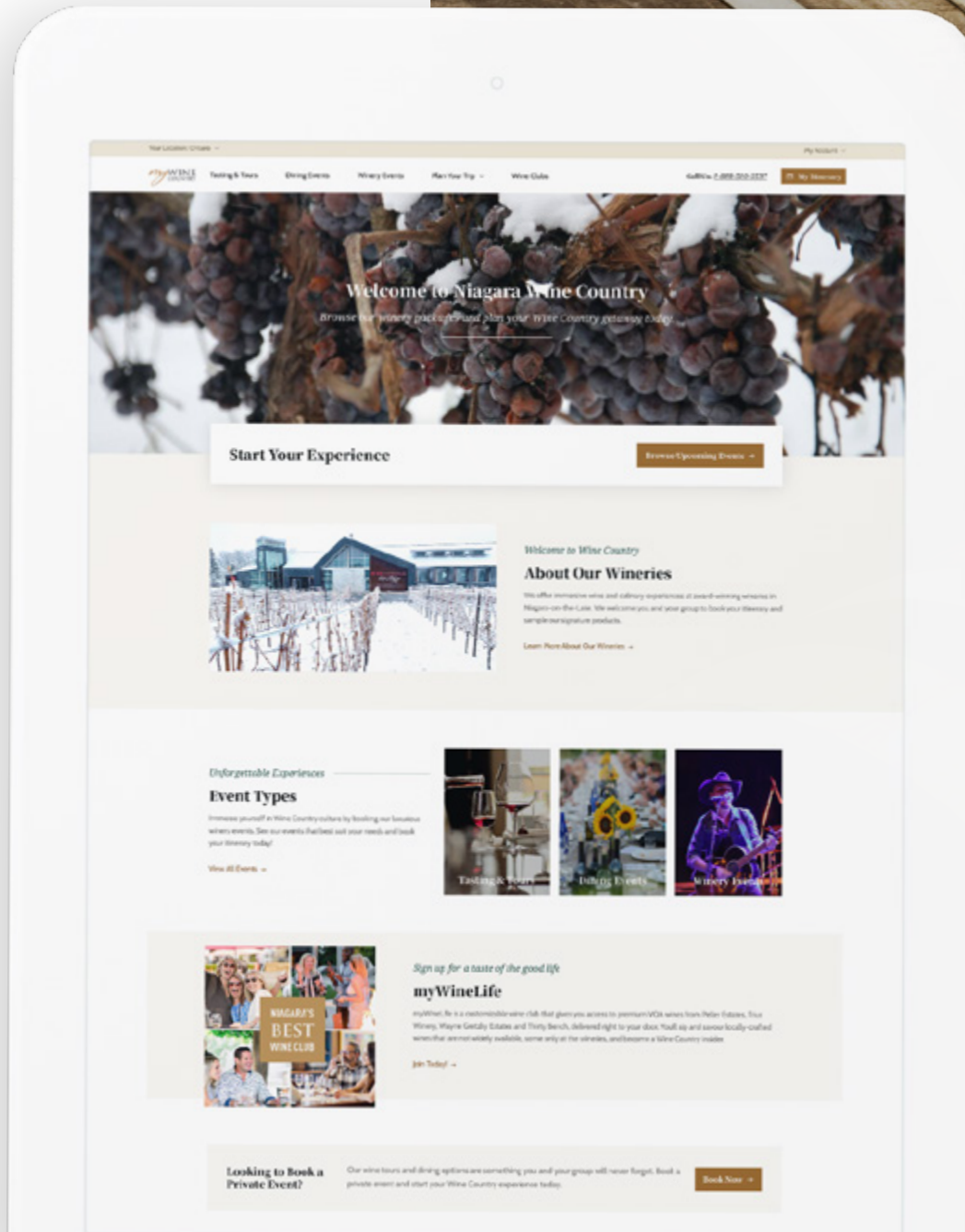


## THE CHALLENGE

With multiple events across a number of wineries and a high volume of customers creating reservations, Andrew Peller's customer service team struggled to keep up with event changes and communicating updates with customers. Andrew Peller teamed up with Northern Commerce to rebuild the system from the ground up to offer customers an improved event reservation system.

## THE STRATEGY

Northern Commerce leveraged Magento 2's capabilities to create an easy-to-use framework called My Wine Country—creating a custom itinerary management system into their eCommerce experience. Northern Commerce improved efficiencies in managing, communicating, and promoting events. Additionally, the shopping experience was revamped to a more intuitive design for customers to book what they need and receive helpful post-purchase updates.



*“Northern Commerce knows what they’re doing with digital marketing and eCommerce. They delivered according to our complex specifications and they’ve been nimble with change requests. From a technology standpoint, they’ve been great. Everything was on time and within budget. They’re always willing to jump in and take new initiatives or discuss any problems we’re having. They care about our success, which we appreciate — and we’re looking forward to our next project together.”*

**Chris Caruk**  
Peller Estates



## THE BUILD

Northern Commerce made the customer experience seamless so My Wine Country could make the customer's tour, tasting, and dining events as enjoyable as possible.

### KEY FEATURE UPDATES INCLUDE:

- Ability to create and manage Package Events which could be added to a customer's itinerary all at once.
- Transparency for the customer service team to see a customer's itinerary and help with day planning and checkouts.
- Agile event management, including automated updates to customers.
- Intuitive calendar itinerary so customers could plan out a full day's worth of events.
- Givex gift card integration.



# DIGITAL EXPERIENCES

Our team has over 10 years of CMS expertise and is capable of delivering seamless user experiences using a mixture of open source and licensed content management platforms/web frameworks.



Symfony



Contentful



WordPress



Drupal



Acquia

See our work:  
[northern.co/portfolio](http://northern.co/portfolio)

Practice of law caught up  
live and do business.

CONTACT US

What we do  
Eas of Practice



For Individuals

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

FOR INDIVIDUALS >



For Businesses

Lorem Ipsum is simply dummy text of the printing.

FOR BUSINESSES >

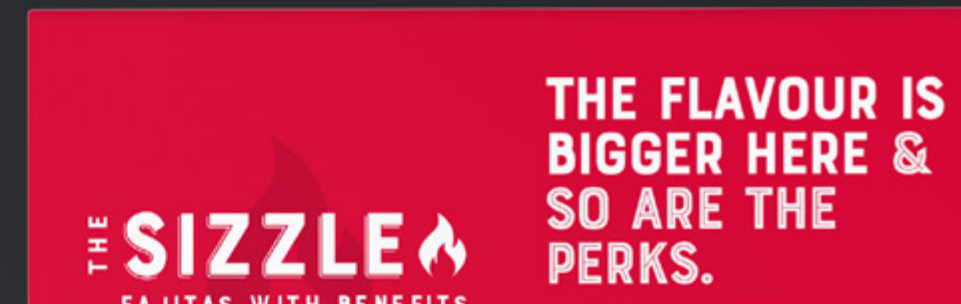
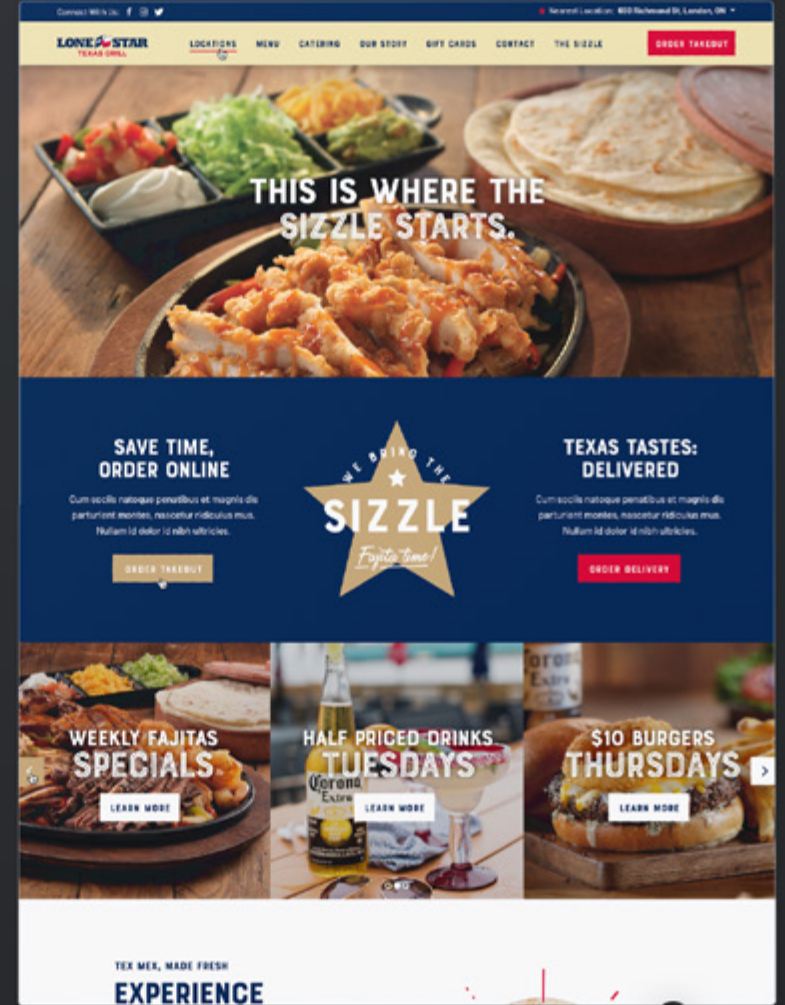


FRESH MAKES.  
From our house-baked tortillas to our signature sauces, it's done right. Every day, right before your eyes.



FRESH BAKED TORTILLAS

See the difference, then taste it! Our tortilla ovens are an event unto themselves. Watch as we make your tortillas fresh for your order. Our

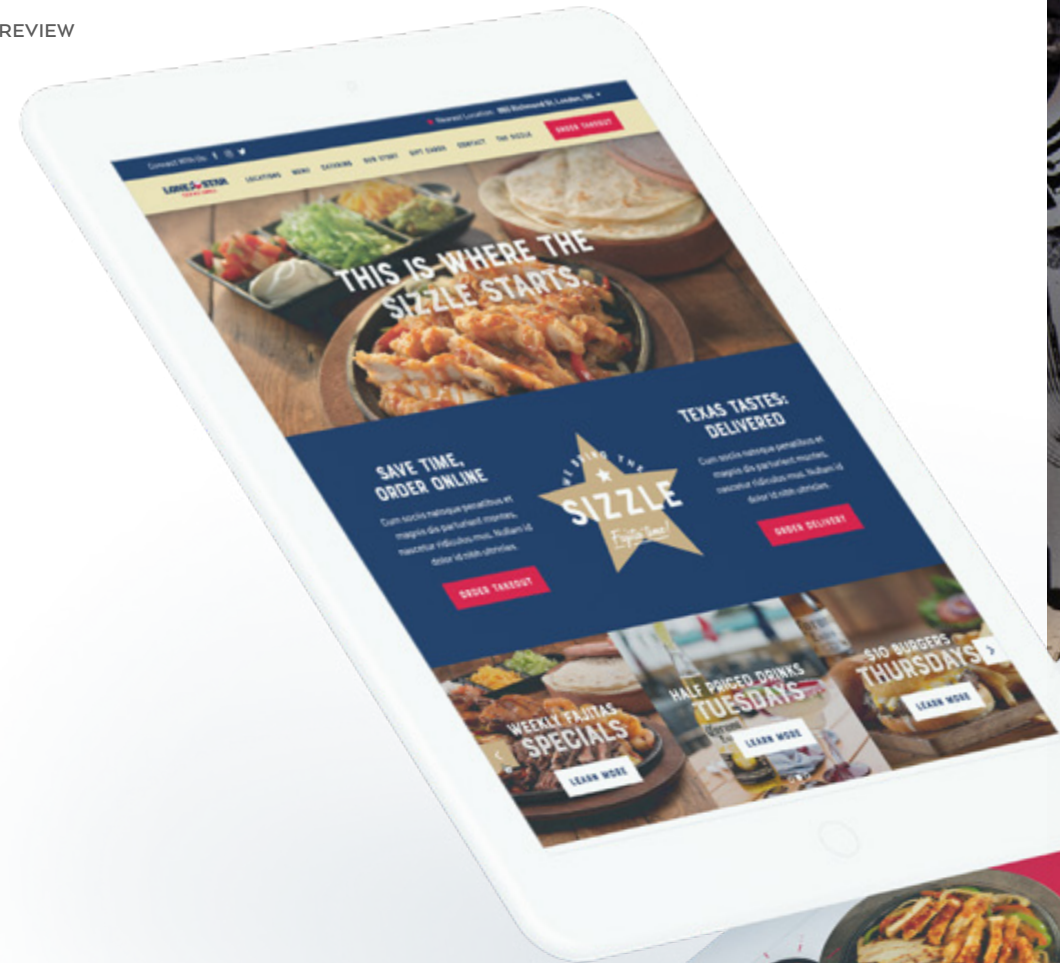


TAKE THE BULL  
BY THE HORNS

**LONE STAR**  
TEXAS GRILL

## **BUILDING TEXAS-SIZED CUSTOMER LOYALTY**

For over 30 years, Lone Star Texas Grill has crafted authentic Texan flavours in Canada using their fresh ingredients, including award-winning fajitas and wood-fire grilled steaks, ribs, and Tex-Mex.



## THE STRATEGY

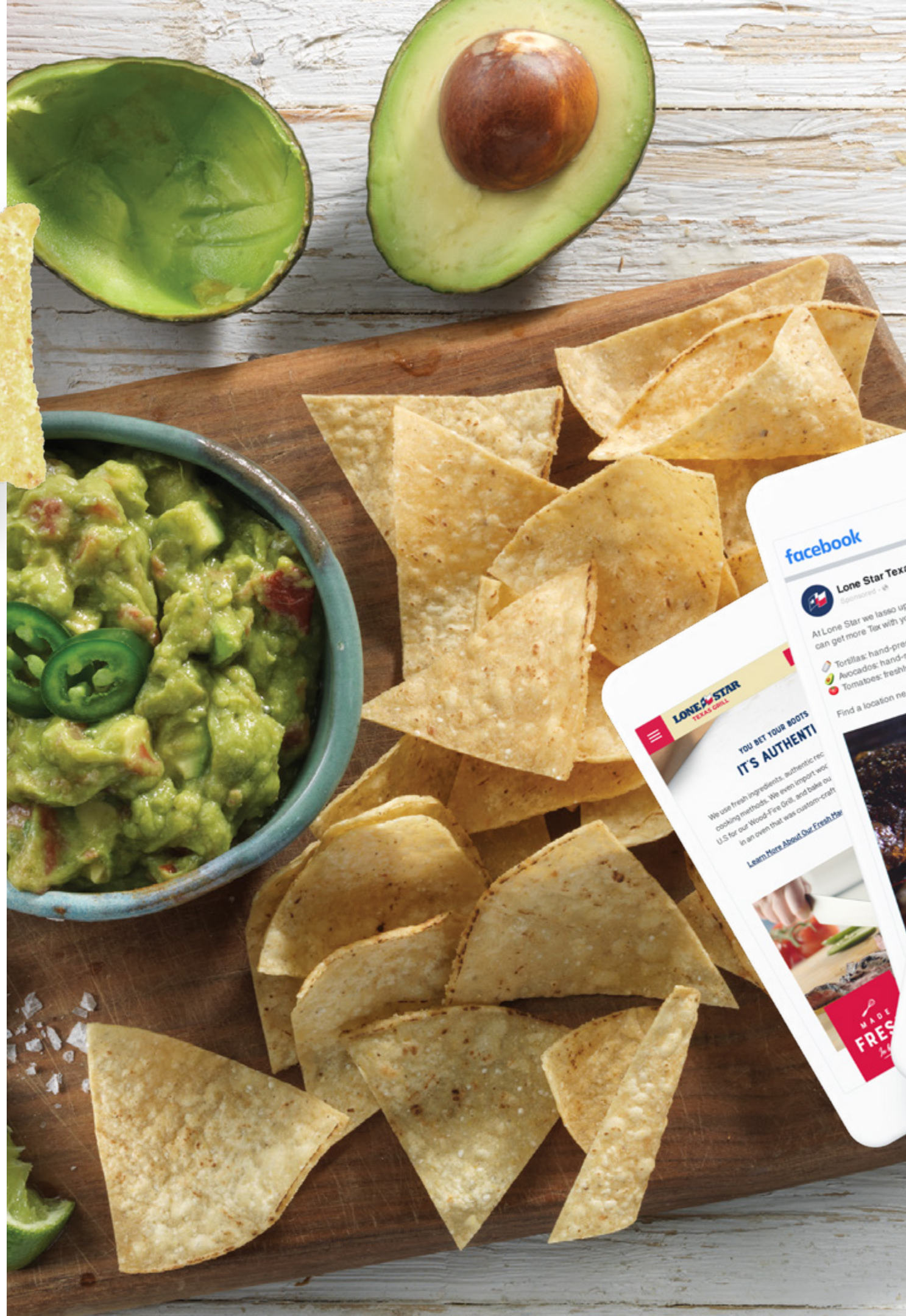
The team at Northern Commerce developed a full-funnel marketing strategy capable of delivering a high level of brand awareness to drive conversions and in-store traffic to their customer loyalty program.

Using a carefully planned series of touchpoints through a dynamic ad strategy and expertly executed email automations, the Northern team was able to introduce Lone Star Texas Grill to a new audience of highly engaged consumers. This strategy allows for greater discoverability in a highly impulsive market and delivers instant rewards for micro-conversions, building Lone Star Texas Grill's audience and increasing the lifetime value of their customers.



## KEY TACTICS INCLUDED:

- Creating full-funnel digital ad campaigns targeting different phases of awareness, prospecting, and remarketing.
- Building relevant and creative email automations, complete with list management and custom-designed email templates.
- Designing a new loyalty program with distinct branding and seamless integration with their existing point-of-sale system (Givex).
- Implementing a platform redesign to reflect their new branding and optimize the user experience for peak conversions with in-restaurant and takeout purchases.



## THE RESULTS

Leveraging the power of our full-funnel strategy, we developed an online customer journey rich with meaningful touchpoints that resulted in:

- 10,000 conversions to their loyalty program within the first month of launch.
- Nearly 20,000 in-store visits over six months through direct traffic from paid media.
- Over 2 million audience members reached through Facebook and Instagram.
- 300% more take-out site visits.
- Conversions with in-restaurant and takeout purchases.





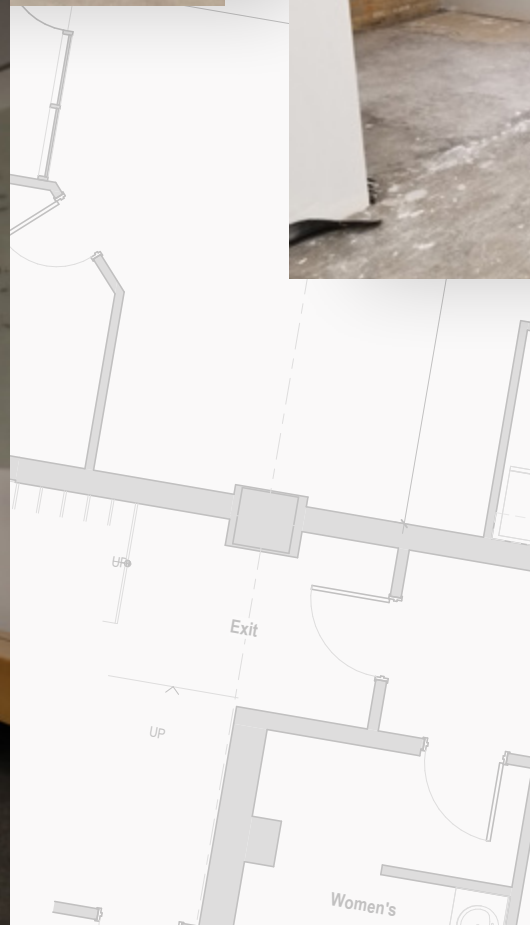
# WE ARE NORTHERN

We are a group of dedicated learners who share a passion for all things digital. Exciting projects, a vibrant company culture, and the satisfaction of having fun doing something you love is what working at Northern is all about.

### CONSTRUCTION

# PHASE TWO

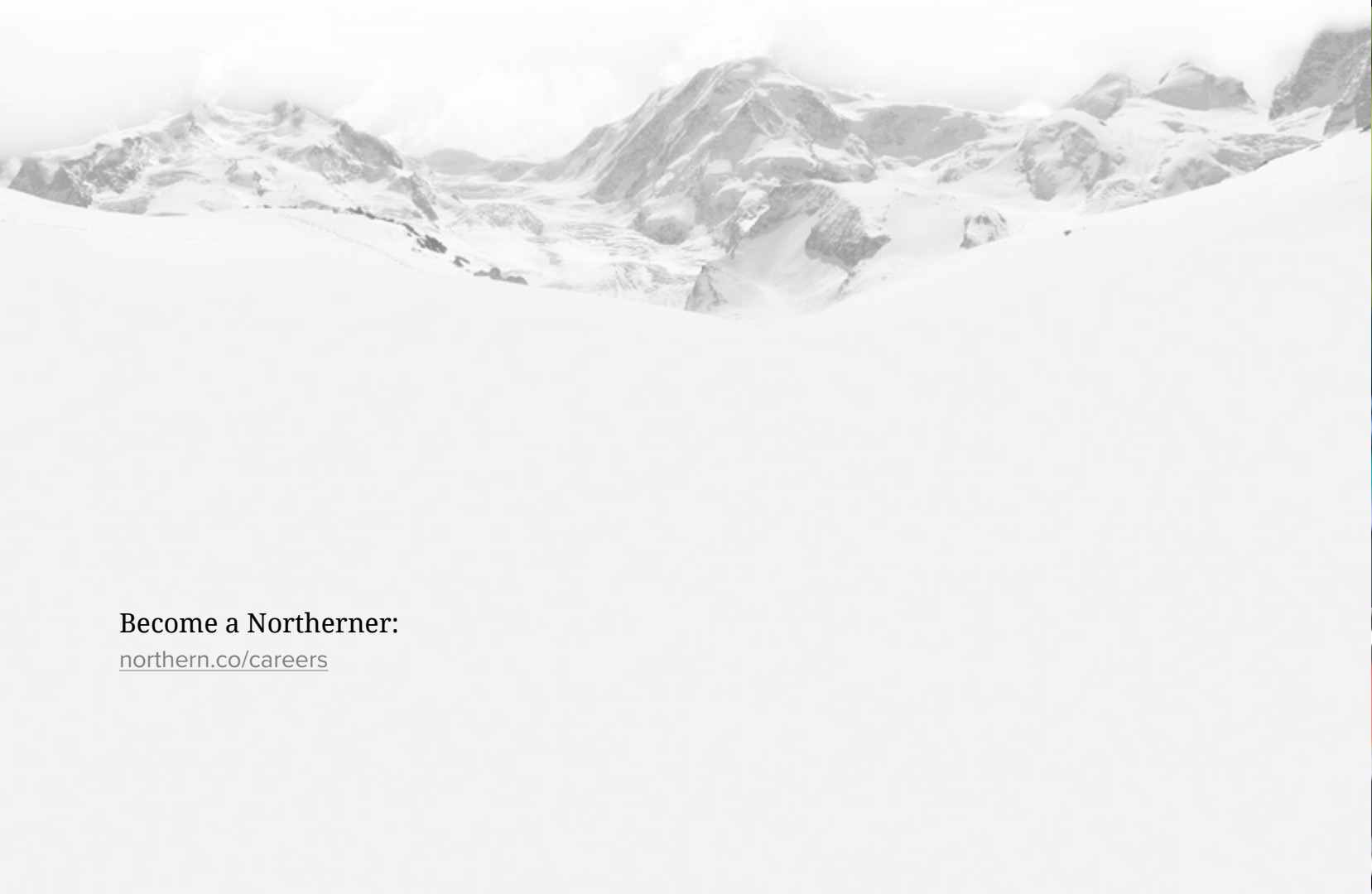
This year, we completed our office expansion, adding 12 new offices and 2 new meeting rooms. The additional space has allowed us to expand our team and provides additional areas for collaboration.





TEAM UPDATES

# MEET OUR NEWEST NORTHERNERS



GUS



SCOTT



KYLE



ADRIAN



LAURA



KATE



SHERLOCK



MITCHELL



BREANN



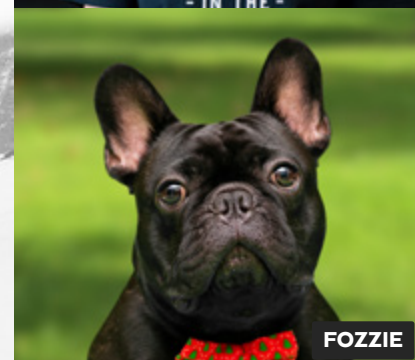
JENNA



SAMANTHA



MARTIN



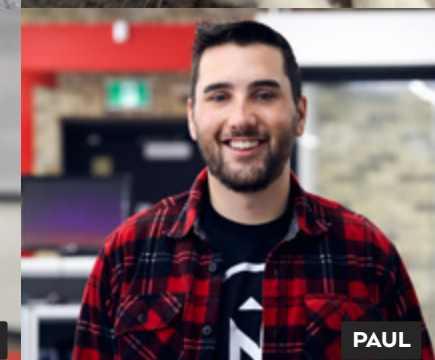
FOZZIE



SAM



KAYLA



PAUL



JUSTIN



TRISTAN



KERMIT



CULLEN



JEN



HEATHER



OLIVIA



CHRIS

Become a Northerner:  
[northern.co/careers](https://northern.co/careers)



HOLIDAY PARTY



CURLING



SKYZONE



SECRET SANTA



WEEKLY LUNCHES



DISCOVER NORTHERN



HALLOWEEN PARTY

# TEAM EVENTS

We worked hard creating award-winning digital experiences for our clients this year, but we took time to celebrate and unwind as a team, too.



# REPRESENTING THE NORTH

At Northern Commerce, we are ever curious and hungry to learn more. This year, we attended multiple industry events to explore new ideas and share our experience with others—building meaningful relationships and making discoveries along the way.



LINKEDIN CHICAGO



GOOGLE TORONTO



FACEBOOK CHICAGO



SHOPIFY UNITE



IMAGINE CONFERENCE



SEARCHLOVE BOSTON



FACEBOOK FIRESIDE CHAT



FACEBOOK VANCOUVER

# NORTHERN ACHIEVEMENT AWARDS

June 2019 marked Northern’s 4th birthday. To commemorate this milestone, we held the first-ever Northern Achievement Awards—an evening to celebrate everything we’ve accomplished so far and recognize some well-deserving Northerners!

Congratulations to all award winners for their outstanding contributions to our organization. We are truly lucky to have such innovative, hard-working individuals as part of our team.

## ACHIEVEMENT AWARDS WINNERS



**Community Impact**  
Alex Nisavic



**Innovation**  
Julian Reiche



**Leadership Excellence**  
Eric Bachmeier



**Outstanding Service**  
Sarah Rose



**Rising Star**  
Amanda Chiarello



**Rising Star**  
Adam Maciuk



## NORTHERN NODS

This year, we launched our peer-to-peer recognition program, Northern Nods—a way to express gratitude and acknowledge fellow Northerners who have reached beyond their regular responsibilities.

Since launching the Nods program in April 2019, we have:

<b>133</b>	<b>43</b>	<b>4</b>
Nods	Recognized	Winners

A misty forest scene with a dirt path leading through tall trees and ferns. The path is made of dirt and small stones, bordered by a low stone wall on the right. The trees are tall and thin, with a thick layer of mist or fog filling the air. The lighting is soft and diffused, creating a serene and somewhat somber atmosphere. The overall color palette is muted, with various shades of green, brown, and grey.

# NORTHERN CARES

We at Northern care deeply about the community we live and work in, and have dedicated ourselves to supporting various not-for-profit and charitable organizations to help them make an impact.

# PROUDLY SUPPORTING

This year, NCares supported these charitable organizations in a variety of ways—including in-kind services, volunteer hours, and charitable donations.



Humane Society London & Middlesex



Community Living London



Movember



Habitat for Humanity



Adopt A Park



Mission Services of London

Learn more about our charitable initiatives:  
[northern.co/cares](http://northern.co/cares)



COMMUNITY LIVING LONDON

ADOPT A PARK

HABITAT FOR HUMANITY

MOVEMBER

# HUMANE SOCIETY LONDON & MIDDLESEX

In November 2019, we celebrated one year since the launch of our rebrand for Humane Society London & Middlesex (HSLM).



## AS A RESULT OF ITS NEW BRAND IDENTITY, THE NON-PROFIT HAS ACHIEVED:

**36%**

Increase in  
donations YoY.

**150%**

Increase in overall  
website traffic.

**500%**

Growth in social  
media traffic.

**1286+**

Increase of visitors to the shelter in  
2019 through branding and social.





# BE PART OF OUR 2020 STORY

At Northern, we elevate the ways you build your brand and use our industry-leading expertise to compose transformative digital retail experiences.

**WANT TO ACHIEVE INCREDIBLE  
RESULTS? LET'S TALK**

[northern.co/contact](https://northern.co/contact)







HERE'S TO ANOTHER  
AMAZING YEAR IN  
**2020**

## 2019 YEAR IN REVIEW

*Reflecting on the year, there's so much to be thankful for...*

I am so proud of everything our team achieved this year. We worked together to achieve groundbreaking results for our clients in all areas of eCommerce—earning us global recognition as a Google Premier Partner Award winner for “Growing Businesses Online.” Outside of creating excellent digital experiences, we also flourished as a team—welcoming new faces, celebrating our accomplishments, and giving back to our community.

We have our sights set on a hugely successful year ahead, and I know we'll exceed expectations yet again. Thank you to our clients for their continued trust in Northern as their strategic partner in eCommerce growth. Together, we look forward to creating more powerful digital experiences in 2020!

Michael DeLorenzi  
President



**NORTHERN**

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**[northern.co](http://northern.co)**