

CASE STUDY

Partners in success

Buscapé Case





buscapé

Buscar por produtos, marcas, etc... **BUSCAR**

Celulares TV e SmartTV Eletrodom Informática Eletroportáteis Casa e Decor Games Esporte e Saúde Ver Todos

CYBER WEEK

A BLACK FRIDAY ACABOU, MAS AINDA TEMOS **OFERTAS IMPERDÍVEIS**

Smartphone Samsung Galaxy A20 SM-A205G 32GB Câmera Dupla ...	Smartphone Xiaomi Redmi Note 8 64GB Câmera Quádrupla...	Smartphone Samsung Galaxy A50 SM-A505G TV Digital 128GB...	Smartphone Samsung Galaxy A70 SM-A705M 128GB Câmera Tripl...	Smartphone Samsung Galaxy A10 SM-A105M 32GB 13.0 MP 2 Chi...	Smart TV TV LED 50" Samsung Série 7 4K HDR Netflix...
a partir de R\$ 789,57 em 20 lojas	a partir de R\$ 1.039,00 em 14 lojas	a partir de R\$ 1.259,10 em 12 lojas	a partir de R\$ 1.619,10 em 12 lojas	a partir de R\$ 645,90 em 20 lojas	a partir de R\$ 1.988,99 em 21 lojas
Ver preços	Ver preços	Ver preços	Ver preços	Ver preços	Ver preços



Our Partner

Buscapé is an online comparison shopping site founded in 1999 and has been a top 3 eCommerce player in Brazil ever since. Its platform aggregates products from the most reputable retailers and simplifies its user's shopping experience by providing reviews and recommendations on the best timing to buy.

Throughout the years, Buscapé has fulfilled its mission of understanding people's shopping needs, providing valuable pricing intelligence and a simple buying experience.

Situation



Challenging Problems

Expand business with an eCommerce marketplace in order to address changing consumer behaviors and create a new revenue stream



Agile Solutions

New business strategy, build best-in-class platform for merchants and a new user experience for buyers



Industry Segment

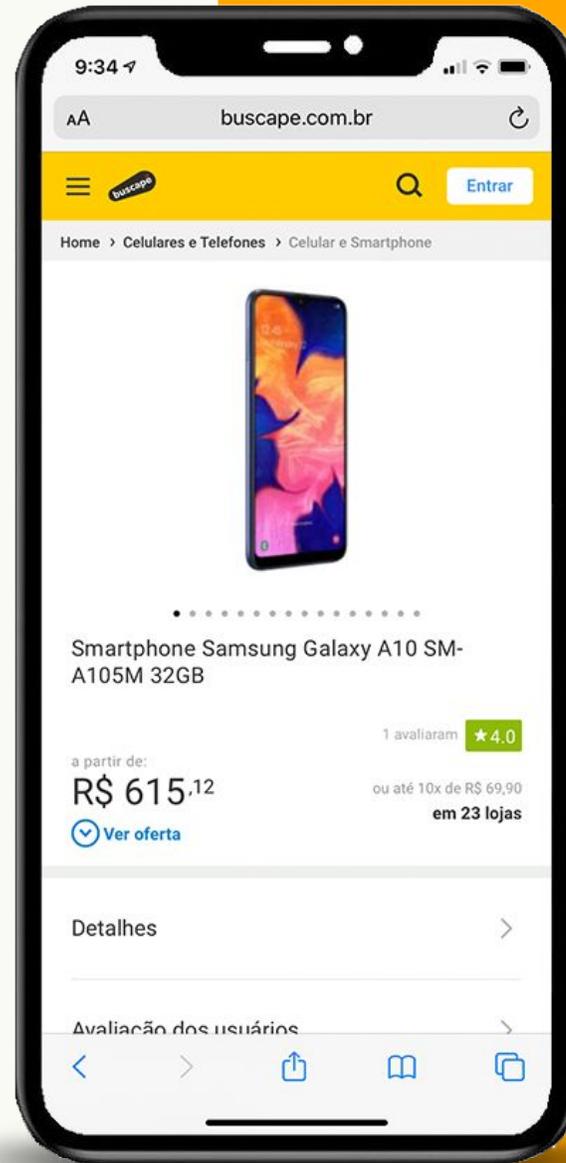
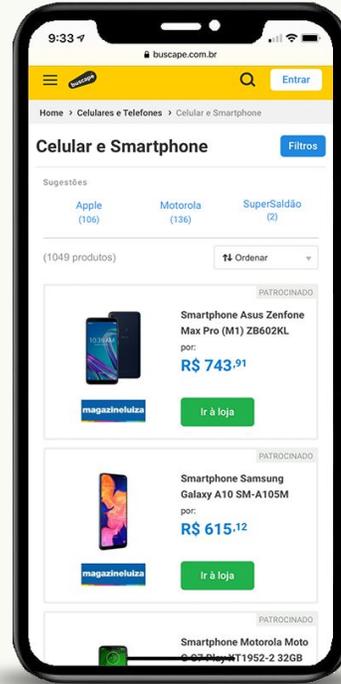
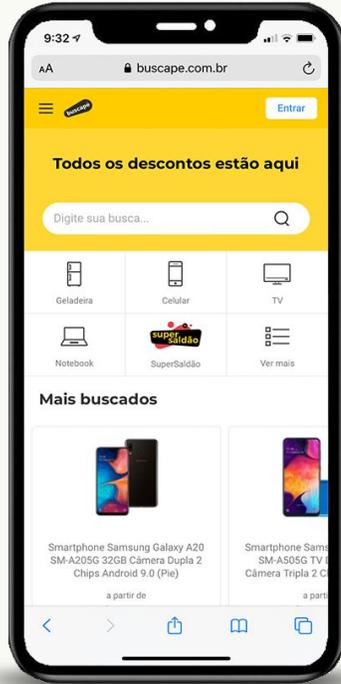
Retail



Solution Segment

B2C eCommerce

Our Work



eCommerce Consulting

In order to empower Buscapé to execute this change, we evaluated the business and market from a holistic perspective, allowing us to benchmark strong competitors and set the plan to become a best-in-class eCommerce marketplace.

Platform Implementation & Custom Software Development

To execute the plan, we put together an Agile Ship of 10 professionals, covering multiple areas from Product and UX/UI to Engineering, Infrastructure and even Growth. We focused our efforts on revamping the user experience for buyers, while creating a new platform for merchants with efficient flows and a scalable technology infrastructure. Automating new processes related to payments, order management and shipping was a critical part of the new software architecture.



Power Technology

Stack

Backend



Frontend



Infrastructure



**Testing
Automation**



**Code
Metrics**





Optimized business outcomes

By combining efforts with Eureka Labs, Buscapé was able to achieve greater profitability through the new revenue stream, while minimizing cannibalization on its existing business model



2-year
project



The most successful
Black Friday in history



55M
users



\$10M
extra profits



1,500
new merchants joined the platform



2X
organic traffic and sales



Unstoppable smart minds

- In businesses with large usage volumes, small optimizations make a big difference
- Automating multiple simple tasks for customers creates a powerful user experience
- Handling customers' data requires attention to detail & best practices around cybersecurity
- Dare to challenge a market leader and work side-by-side with its people to empower them

LEARNINGS

Don't ignore the details when striving for big outcomes



“Buscapé has been a leading eCommerce company since 1999 adding a marketplace model to our core business was a necessary yet difficult endeavor. We needed a partner that combined industry expertise with execution excellence to help us implement this strategy, while rebuilding our technology architecture for the long-term - Eureka Labs provided that and much more.”

Sandoval Martins, Ceo, Buscapé

Thank you!



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