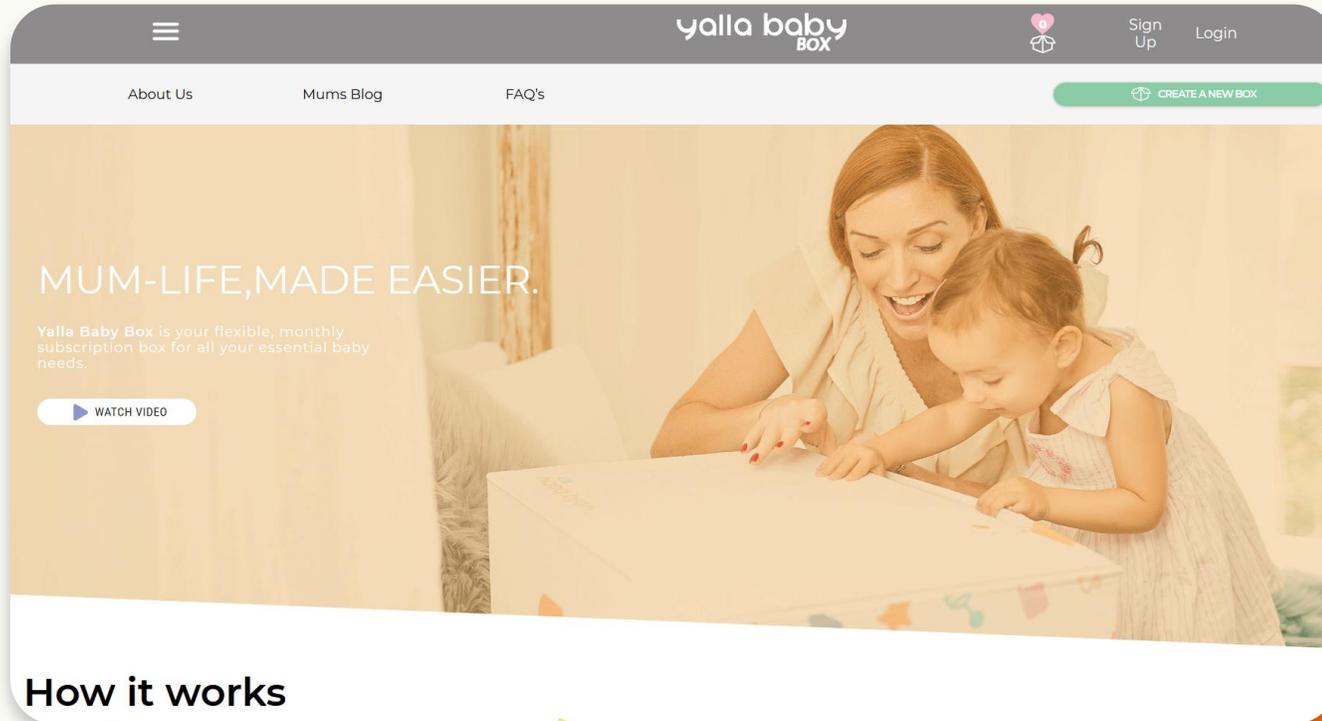


CASE STUDY

Partners in success

Yalla Baby Box Case





Our Partner

Yalla Baby Box is an eCommerce company that supports busy parents in caring for their babies, combining a premium subscription service with community-driven content. The company is based in Dubai, UAE and is expanding throughout the Middle-East.

By subscribing to Yalla Baby Box, parents save time and money by bundling premium-brand products algorithmically recommended for their babies - from diapers and wipes, to bathing items and formula. The company actively partners with pediatricians and hospitals to inform its product recommendations and provide rich content to educate parents.



Situation



Challenging Problems

Develop a platform that automates retail processes, while providing a best-in-class subscription eCommerce experience



Agile Solutions

Build back-end architecture to drive process automation. Define user experience for a market new to subscriptions and develop front-end



Industry Segment

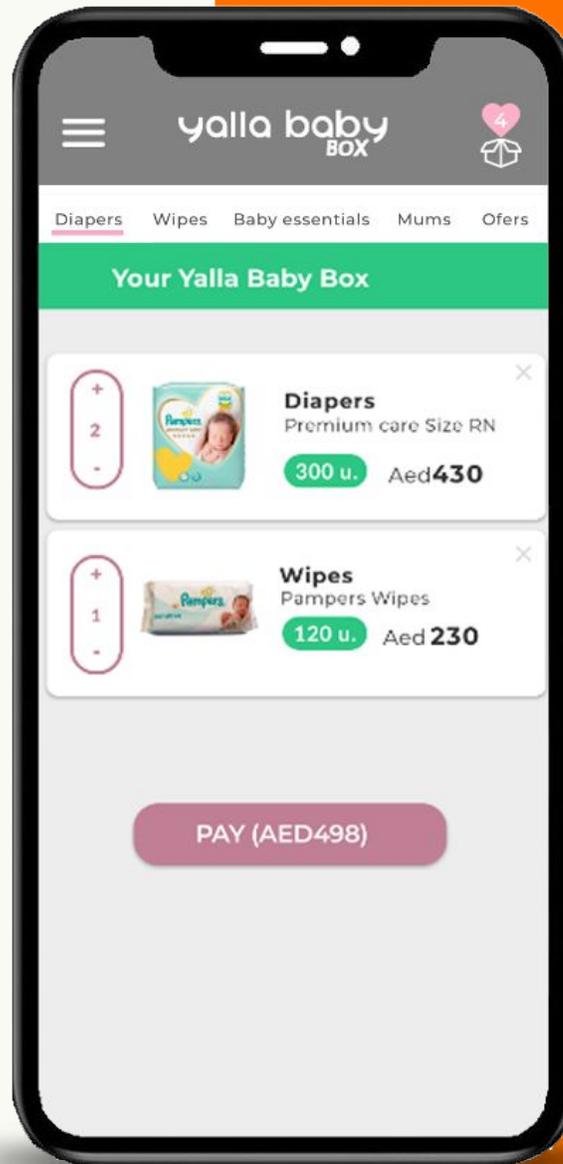
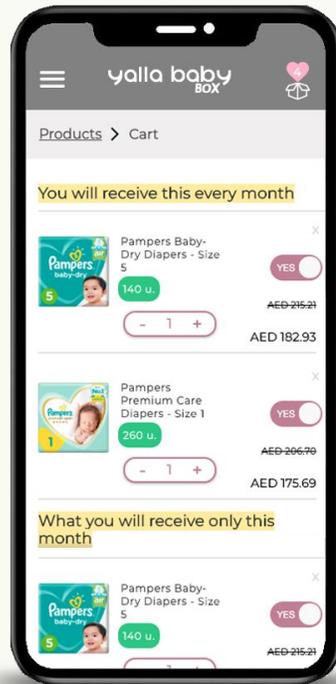
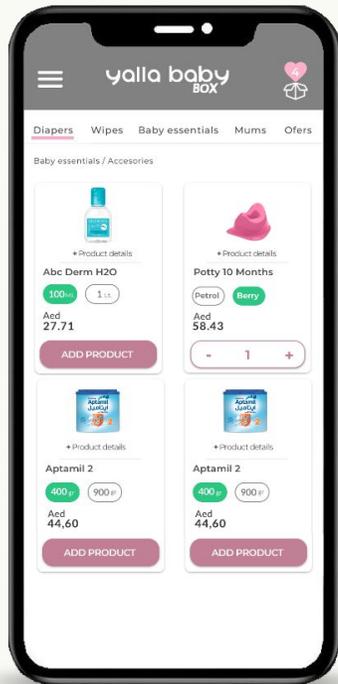
Retail



Solution Segment

Subscription eCommerce

Our Work



eCommerce Consulting

To empower Yalla Baby Box in building its online platform, we first dived into market research to understand the benefits of a subscription model for repeatable baby products in the region. Factors like long distances, extreme heat and high births per capita were key in designing the user experience.

Platform Implementation & Customization

We put together an Agile Ship of 10 professionals to implement and customize Shopify Plus eCommerce platform, ensuring the dynamic between Product Manager, UX/UI Designers and Back/Front-end Engineers was fluid and efficient.

Assisting the company in driving the digital transformation of its retail processes - like stock management, picking & packing and shipping, was a key effort to ensure automation and scale.



Power Technology

Stack

**eCommerce
Platform**



Payments



Data base



**Frontend &
Backend**



Infrastructure



**Marketing
automation**



**Application
containerization**



A/B testing





Optimized business outcomes

By partnering with Eureka Labs, Yalla Baby Box was able to launch its online subscription business in just four months, with a platform that automates key retail processes and delights customers



1-year

project ongoing



+4

months from start to launch



300

subscribers



1,500

SKU's supported



500

boxes delivered



Unstoppable smart minds

- Capitalize eCommerce experience but be flexible to accommodate different cultures
- Prioritize instruments that allow for quick gathering of customer feedback, before investing in coding
- Automation is king when bringing retail commerce online
- No task is too small to automate as this adds greatly to operational efficiency, ultimately driving customer value

LEARNINGS

Adapt known strategies to local users and automate everything



“Partnering with Eureka Labs was critical to enable growth at our company, they've provided exceptional value and shown flexibility to address new markets. Their team has become an integral part of our technology roadmap, helping us automate complicated retail processes and improve our online conversion.”

Francisco Pellegrini, Ceo, Yalla Baby Box

Thank you!



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