



press release

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REN Skincare chooses docdata commerce for site upgrade

Bio active skincare specialists, REN, have recently chosen docdata commerce to overhaul their current ecommerce site and effectively showcase their range of exquisite, skin friendly, skincare products to better position the popular brand in line with their competition.

Following a top level consultancy period, docdata commerce is now involved in the design process and site rebuild, including the development of improved site functionality. The primary focus of the upgrade is to simplify the user purchase journey, whilst providing a robust ecommerce platform in anticipation of the expected sales growth online.

In support of the renewed online selling drive, to include promotions and customer tailoring, docdata will provide REN with the tools to take control of their online business activity by integrating a bespoke CMS system within the new build.

Ryan Kliszat, MD, docdatacommerce: 'It is exciting to work with such a switched on company who are looking to reach out online to a community of customers for whom REN is a genuine ethical lifestyle decision, as well as a fantastic product of which the docdata commerce team are now regular users and converts!'

To find out more please visit www.docdatacommerce.co.uk t.0207 580 2880

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