



## Ability Commerce Case Study

### Case Study: Mack's Prairie Wings

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# Case Study for Mack's Prairie Wings

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## Company Profile

Headquartered in Stuttgart, Arkansas, Mack's Prairie Wings ([www.mackspw.com](http://www.mackspw.com)) is a multi-channel marketer specializing in waterfowl gear for duck hunters. Products include decoys, hunting blinds, duck boats, hunting game calls and hunting accessories

## Business Challenge

The growing shift to online sales in the retail industry was forcing Mack's Prairie Wings to evolve with the changing marketplace. Without the internal resources to increase or manage online sales, the company needed to find a way to take advantage of ecommerce opportunities to substantially increase online sales without placing added burden or responsibility on their staff.

A successful retailer for 66 years and a thriving mail-order catalog business for 17 years, Mack's Prairie Wings needed an innovative solution to their ecommerce challenges.

## Solution

Mack's Prairie Wings took their business to the next level in 2004 by hiring Ability Commerce to handle all website administration. Ability Commerce ([www.abilitycommerce.com](http://www.abilitycommerce.com)) is an ecommerce software firm providing web development and multichannel marketing solutions, Microsoft Dynamics GP™ accounting software and support, and accounting integration software to meet the specific needs of catalogers and direct marketers.

The year prior, the company hired Ability Commerce's sister company, Marketing Concepts, to handle the company's call center. "They are the face of our company to our customer, both online and over the phone," said Cheryl Raney, Chief Financial Officer of Mack's Prairie Wings. "Even in this down economy when most people are seeing decreases in web sales, we are still showing a steady increase year after year."

Since integration of Ability Commerce's software solutions, Mack's Prairie Wings has increased total online sales consistently from 2006 through 2010, as shown in the table below.

Year	2006	2007	2008	2010	2010 YTD
Sales Increase from Previous Year	71%	48%	21%	50%	25%

Mack's is again on track for a successful year in 2010. First-half sales for 2010 are up 35% in their Amazon.com affiliate channel alone. Mack's Prairie Wings utilizes Amazon Plus software to simplify the marketing, buying and fulfillment process of selling on Amazon.com by integrating their order management system with

Amazon.com systems and allowing them to offer a wider variety of products without the increased costs of manual entry.

The Amazon.com channel is a recent addition to their marketing mix, begun in mid-June of 2008, but it has quickly become a critical component of their success, and now accounts for over 12% of their total sales thus far in 2010. Automated management of the data for their large number of products continually results in increased sales.

## History

Ability Commerce redesigned Mack's Prairie Wings' website, and uses Ability SmartSite browser-based management tools for content and merchandise management of their online sales. Diane Buzzeo, CEO of Ability Commerce, said, "Mack's Prairie Wings now has powerful web sales tools that help them maximize sales across channels—catalog and retail as well as online. They've evolved from online sales of \$2.5 million in 2005, to a niche powerhouse on track to sell over \$30 million across channels in 2010."

Cheryl Raney added, "Before the integration of Ability SmartSite our website was almost nonexistent. We did not have the knowledge internally to bring our website sales to the level they are at today and we knew that was the future of retail."

"If you don't have the wherewithal to do something yourself, then you better get someone on your team who does, and that's what Ability Commerce does for us."

Ability Commerce developed Ability SmartSite software to simplify the daily content management and site administration tasks of online retailers. The software provides the ability to add and change site menus, manage products, add and edit static pages, manage and edit customer-generated content like product reviews and ratings, and access reports to manage daily content tasks for product pages.

## About Ability Commerce

Ability Commerce designs ecommerce software and solutions to meet the specific needs of multi-channel merchants. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

For more information about best-practice marketing solutions please call 561-330-3151, or visit Ability Commerce on the web at [www.AbilityCommerce.com](http://www.AbilityCommerce.com).