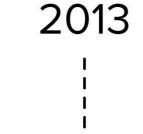# The Paisley Heart

A CommentSold case study

2013

Online boutique The Paisley Heart opened in 2013 to create a convenient, community-driven, and enjoyable shopping experience for women today. Owner Brooke Howerton's goal was to bring the in-store shopping experience online, "like you're shopping with your best friend without having to enter a physical store."

Goals

Create an In-Store Experience Online

The goal was to build a **community of loyal customers** through engaging

Grow Sales and Expand Beyond a Home Business

Brooke was looking to make this from-home boutique a **major, mainstream operation.**

Streamline Business Operations

The boutique wanted a **simple solution for backend operations** and process enhancements.

Gain More Time Back in the Day

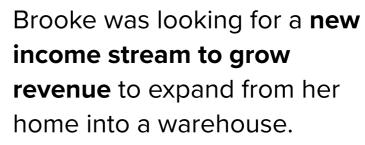Manual invoicing was **pulling time away** from business and family.

Challenges

Manual Invoicing

As the initial sole employee, Brooke was spending **hours each day manually sending invoices.**

Inventory Storage

Brooke was looking for a **new income stream to grow revenue** to expand from her home into a warehouse.
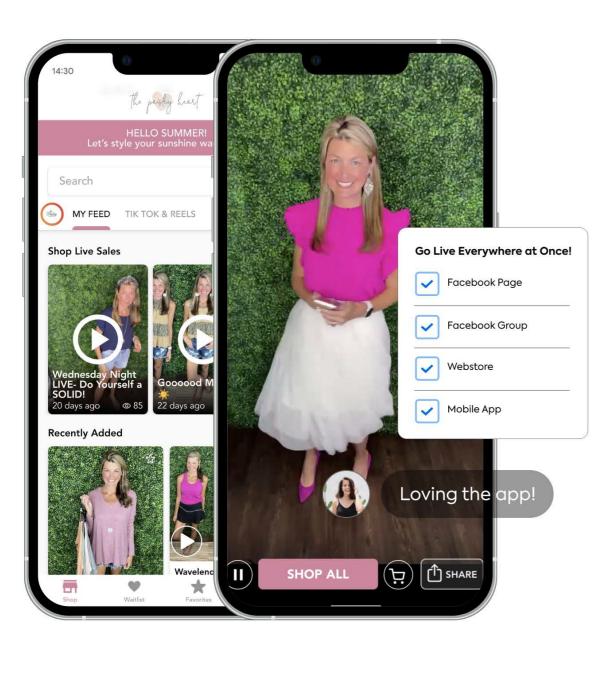
Limited Operations

The retailer needed a way to **streamline business operations**—from automating invoicing to simplifying inventory management.

Increasing Engagment Online

Brooke was growing connections through social media, but needed support to increase her engagement and reach.

Solutions with **CommentSold**

Business Automations

Brooke was able to **automate all invoicing and inventory management**, saving her hours each week.

Multichannel Approach

Brooke is now able to control **multiple selling channels** from one dashboard to streamline her operations.

Customized Mobile App

The Paisley Heart was able to boost revenue in just six months with a **branded mobile app.**

Live Sales Integration

The retailer uses **live video selling** to showcase products across channels, which increased engagement and gave shoppers that "in-store" experience Brooke was searching for.

Results

$629K+

generates mobile app sales in **just six months**

2X

sales growth the retailer's first **year using** CommentSold

55.4k

repeat customers through the brand's private Facebook Group

"CommentSold saved my business"

— The Paisley Heart

Boost Revenue and Grow Your Business
With the Leading E-Commerce Platform for Live Selling

get started with comments old