

We are engaged in all things ecommerce

As experts in [Shopify Plus](#), [Adobe Commerce \(Magento\)](#), and [Klaviyo](#), brands come to us looking for bold strategies that put growth first. Brands stick with us because they need a trusted team in a fast-moving ecommerce landscape. At Unified, quality development, beautiful design and forward-thinking go hand-in-hand. We're one Unified team, with one Unified goal - to show every brand how far we can grow together.



Consultancy

- Analytics research
- Digital strategy
- Persona development
- User research
- Business goals
- Budget / ROI
- Roadmaps
- Partner/system selection
- Ecosystem
- Digital transformation

Design

- Website and app design (UI)
- User experience (UX)
- Visual & web style guides
- Wireframing & prototyping
- User journey planning
- Usability testing
- Art direction
- Content creation

A sleek new website for fine jewellery brand

- Digital Design UI/UX
- Design Style Guide
- Technical Consultation
- Digital Strategy
- Photography Style Guide
- Art Direction
- Re-platforming
- 24x7 Support
- Ongoing Maintenance

Tech: shopifyplus

THE STORY SO FAR

Boodles is one of the oldest and most prestigious fine jewellery brands in the world. It's been in the hands of the same family for over two centuries and we've been entrusted with the safe-keeping of their website for over seven years.

THE CHALLENGE

To keep pace with the changes in buyer behaviour that came with the seismic impact of the pandemic, Boodles were looking to elevate their virtual storefront. They needed to attract a wider international audience, embrace omnichannel, reduce costs and simplify backend management. All while showcasing their treasures through stunning design and a superior user experience.



Our story

Founded in 1993 when digital and the internet was still in its infancy, we created a company to be a vehicle for exploration, learning and the use of technology. Since then, we've put countless ecommerce brands on the map.

At the tail end of 2022 we combined two agencies, LogicSpot and Diligent Commerce to unify as one team, with one unified goal and with all the tools in-house to grow ambitious brands forward.

The services we offer and the work we do has evolved over the years, but our ability to combine creative and tech to inspire brand growth has remained a constant since our existence all those years ago.

[Join the team →](#)

Agency in numbers

Brands come to us looking for bold strategies that put growth first. Brands stick with us because they need a trusted team in a fast-moving ecommerce landscape. From day one, we're thinking about year ten. Unified forge ecommerce partnerships built to last.

Years

25+

We have been helping clients unlock their ecommerce potential since 1993

People

50+

Large enough to take on the most complex of projects, but small enough to get to know all of our clients personally

Countries

6

Benefits

20+

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Getting on board with GA4, the next level of web analytics

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Bringing handmade craftsmanship to life online.

- Art Direction
- Art Design
- Art UX/UI

Tech: Adobe Commerce

[Visit Live Site](#)

THE STORY SO FAR

LSA International is one of Europe's leading brands of contemporary handmade glass and high quality porcelain, popular for their skilled craftsmanship and thoughtful, considered designs.

They came to us in Spring 2019 in need of an online store that reflected this visually, and was powerful enough to allow them to grow their brand at pace.

THE CHALLENGE

When LSA approached us, they needed to migrate from Magento 1 to Magento 2. The old website was dated and Magento 1 was coming to the end of its life, making it the perfect time to overhaul the platform and the brand online. But this wasn't just a website makeover project, it was