



Kimberly Cayce
KALYX

GoKalyx.com Goes Prime Time on ABC's "Shark Tank"

Startup active wear e-tailer handles 6,000 site visitors and \$4,000+ in sales following debut

Goals:

- Quickly upgrade website capabilities in time for ABC's "Shark Tank" debut
- Enhance web user experience and branding via professional site design
- Ensure site could handle web traffic spikes following "Shark Tank" episode
- Improve site's SEO, including organic search results

Results:

- Site handled more than 6,000 visitors in one day without down time
- Site processed more than \$4,000 in orders without errors
- Site ranked first on Google pages using key search terms
- Company saved thousands of dollars in web design costs

KALYX

KALYX sells activity-specific sports bras using signature K-Force Eco-Loving Fabric, a revolutionary ultra-lightweight technical fabric offering incredible stretch, extraordinary durability, superior softness and unparalleled wicking capability.

The Challenge

Kimberly Cayce, Founder and CEO of the start-up KALYX had the opportunity to appear on ABC's hit show, "Shark Tank", to pitch her company and compete for much needed venture capital. It was an opportunity that would expose her brand and website to millions of viewers, potentially resulting in thousands of dollars in sales. Kimberly needed a website that was up to the challenge. The current KALYX website had been built as a placeholder using basic template designs from GoDaddy.com during the initial stages as a start-up. It appeared too elementary and wouldn't

Fast Facts

- The Kalyx name is derived from the Latin word Calyx, the part of a flower that protects the petals during the bud stage, and the Greek word Kalos which means 'beautiful.'
- The KALYX Cares campaign supports City of Hope in the fight against women's cancers.
- Trendsetters like Jennifer Aniston and celebrity trainer Rebecca Cardon love their KALYX sports bras.

- **Integrated CRM** – With an advanced ticketing system and all-in-one admin area, KALYX can manage the entire order process and customer experience from a single area of the store
- **Product Zoom** – Enhanced merchandizing feature allows KALYX customers to instantly magnify product details
- **Email System** – Built-in email system to easily communicate with customers in one central location
- **Stringent Security** – Data is secured against theft or manipulation with integrated IP blocking, 24x7 surveillance and advanced encryption. PCI/CISP certification also ensures maximum protection of card-holder data. Volusion provides KALYX with a guarantee that their customers’ credit card information is securely collected, protected and stored

The Outcome

Using the knowledge base given by Volusion and their dedicated ecommerce consultant, KALYX was able to load their own content.

The site went live the day of “Shark Tank”. While Kimberly was unfortunately shot down for funding, KALYX received great publicity. Following the debut on the show, the site handled more than 6,000 visitors and \$4,000 in orders without downtime or technical difficulties. Additionally, Volusion’s built-in search engine optimization capabilities have helped the KALYX website move to the first page on many Google searches.

“It was easy to understand for our small company and it really empowered us. Additionally, pricing was transparent with no hidden fees as with other designers. The site looks like a million dollars on a shoe string budget.”

“I feel secure with the Volusion team because I know they take care of me and my company. While we didn’t get funding, we received hope and encouragement from thousands of viewers to keep moving forward,” said Cayce. “As our company grows we’re glad to know that Volusion has the infrastructure and expertise necessary to meet the demands of a larger company.”



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