# MAGPARK x RESERVEX CASE STUDY

**$205,000+**
worth of passes sold

**50%**
of users had never used crypto before

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**80%**
The conversion rate when using SHOPX

*The average e-commerce conversion rate is 2%*

## How the MagPark generated over 128 ETH in new Web3 revenue in less than 24 hours.

The SHOPX ReserveX application was designed specifically to help retailers combat automated checkout bots, build more dynamic customer loyalty programs, and allow customers to digitally reserve their spot in line for highly-anticipated product releases.

Magnolia Park, which sells a wide range of limited-edition footwear and apparel and is no stranger to dealing in highly-demand products., which made the company a perfect fit for the launch of our ReserveX Shopify App launch.

"[Since we began Mag Park], we sold our hats in the price range of $50-$60. Today, most of our products are now on the aftermarket at two to ten times the retail value. This caused a lot of an influx of people who don't really care to collect our hats, but profit off them...with that comes having our servers monitored and constantly attempting to be botted when we did drops, "

- Miki Guerra, CEO of Mag Park

## THE PROCESS

The Mag Park used SHOPX's ReserveX technology to create three MagX pass collections. While every pass entitles holders to exclusive content, access to in-person and digital events, and members-only prices, each specific tier comes with unique benefits. Learn more about each pass and the benefits the MagPark applied to each.

Ahead of the drop, SHOPX worked with the Mag Park team to develop materials that would help educate their community on how to make purchases in Web3 and participated in several Q&A sessions to answer any questions members had.

Each tier was assigned a specific drop window, starting with a raffle period where prospective holders could submit for the opportunity to gain white list access. Members were able to gain white list access after being hand-selected by the MagPark CEO, Miki Guerra, who chose from a pool of his company's most loyal buyers and evangelists. After the initial selection period was closed, members of the white list and raffle winners were able to enter the NFT claim window to purchase their respective MagPark ReserveX Pass. When the claim window was closed, the remaining passes were released to the public on a first-come, first-served bases until they were sold out.

## THE OUTCOME

By bringing physical assets into Web3, the MagPark was able to:

✓ Drive sales and customer engagement in Web3 without needing to know any code.

✓ Build a new revenue stream that didn't require the company to move any physical product upfront.

✓ Create a dependable sales pipeline that generates revenue in perpetuity, even if passes are sold on the secondary market.

✓ Prevent automated check-out bots and "add-to-cart" services from buying up inventory.

✓ Ensure loyal buyers receive guaranteed access to product drops, high-demand items, discounts, and other perks.

✓ Build trust between the their community and brand while gaining a deeper understanding of customer wants and needs.

**ARE YOU READY TO GET STARTED WITH SHOPX? LET'S TALK.**

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