



YogaClicks

High-end yoga marketplace, built from launch to scale.

Sparkling Peach helped build and run YogaClicks as both a technical platform and a retail operation, combining development, SEO, stock workflows, paid acquisition and commercial reporting.

THE CHALLENGE

Build an online retail platform with enough technical strength, search visibility and operational discipline to compete in a crowded yoga market without becoming just another price-led shop.

THE OUTCOME

A commercially focused marketplace and operating model: stronger search foundations, better stock workflows and clearer trading decisions, ready to support growth.

1,000+

products traded

30

producers represented

6

professional team

4 yrs

launch to scale

WHAT WAS DELIVERED

- Launched the **YogaClicks** online shop in 2017 and helped grow it into a major specialist yoga retail destination.
- Created a platform where 30 world-leading producers traded over 1,000 products with shoppers worldwide.
- Updated the B2C website using React, Angular, Bootstrap and C# MVC on Azure, with technical SEO and A/B testing.
- Managed paid acquisition, Amazon FBA, stockholding, advertising logistics, quality, financial reviews and reporting.

Stack & Channels

- React
- Angular
- Bootstrap
- C# MVC
- Azure
- Technical SEO
- A/B testing
- PPC

“ His depth and breadth of knowledge is extremely impressive and his ability to solve seemingly intractable problems is legendary. He pays attention to detail but never at the expense of the bigger picture.

Lucy Edge, Copywriter & Brand Strategist, YogaClicks