
Umbilical Modular Product Suite

What each module did, the problem it solved, and the result.

A pre-Shopify, web-based e-commerce platform.
Built by Sheldon Charron within Enter360 Media.

How the suite worked

Umbilical was built to grow with each customer. Every recurring retail problem an anchor client faced became an optional, paid module that other retailers could adopt as they needed it. Each one started as a real problem and became a reusable feature. Here is what each module did, the problem it solved, and the result.

Price-Match Intelligence (110% Guarantee)



WHAT IT DID

A 110% low-price guarantee. A customer who found a lower advertised price elsewhere submitted it with a link, and the system captured and verified the product, manufacturer, competitor, and price data.

THE PROBLEM IT SOLVED

Before price-scraping tools existed, staying competitive meant the owner personally policing competitor websites week after week.

THE RESULT

It turned customers into a self-running competitive-price-intelligence network. Continuous, proof-backed pricing data tied to real purchase intent, with the manual policing removed.

Photo Contest



WHAT IT DID

An annual contest where customers uploaded photos of themselves using products they had purchased, tagged to the exact category, brand, and model, with a written story. Visitors voted and winners were featured.

THE PROBLEM IT SOLVED

A chronic shortage of authentic product imagery for both the website and the printed catalogs.

THE RESULT

A continuous stream of rights-cleared customer photos and stories. Manufacturers funded the prizes and bought the catalog ad space around the content, helping fund the catalog itself. User-generated content before UGC was a category.

Customer Testimonials



WHAT IT DID

Automatically displayed customer testimonials tied to the contest photos, and it was context-aware: shoppers saw testimonials relevant to the exact category, brand, or model they were viewing, with a fallback so a page was never empty.

THE PROBLEM IT SOLVED

Credible, relevant social proof was hard to surface at scale, and it all had to be merchandised by hand. This was before Google Reviews or Trustpilot.

THE RESULT

A photo library that doubled as a conversion engine, getting more persuasive the deeper a shopper browsed, with zero manual merchandising.

Photo Server & Gallery



WHAT IT DID

The image hosting, serving, and gallery-display engine beneath the contest and testimonials, managing a large and growing media library.

THE PROBLEM IT SOLVED

Storing and serving a big image library without dragging the site down, and presenting it as browsable galleries.

THE RESULT

The performant foundation that made the photo and testimonial modules possible.

Used & Trade-In Inventory



WHAT IT DID

A separate storefront for used, demo, and trade-in product, built around an appraisal engine. Customers submitted a full structured record of their item; the system tracked condition, the offer made, days-to-sell, and final price on every unit, then recommended what to offer the next time a similar item came in.

THE PROBLEM IT SOLVED

Trade-in pricing lived entirely in one person's head. It was a bottleneck, and even then items sat unsold or lost money on a bad offer.

THE RESULT

One expert's intuition became a self-improving appraisal database any staffer could use, plus a second demand channel with two-way new and used cross-promotion.

Community Forum

**WHAT IT DID**

An owned community forum where the audience discussed gear and optics.

THE PROBLEM IT SOLVED

Customer engagement and organic reach were expensive to buy and easy to lose.

THE RESULT

Repeat traffic, organic search content, customer loyalty, and a captive audience to cross-reference products and cross-sell.

Cross-Sell

WHAT IT DID

Suggestive selling. Related products, accessories, and variants surfaced in the cart after an item was added.

THE PROBLEM IT SOLVED

Flat average order value and missed attach opportunities at the moment of purchase.

THE RESULT

Higher attach rate and order value with no added ad spend.