

## CASE STUDY

# VINTAGE TUB



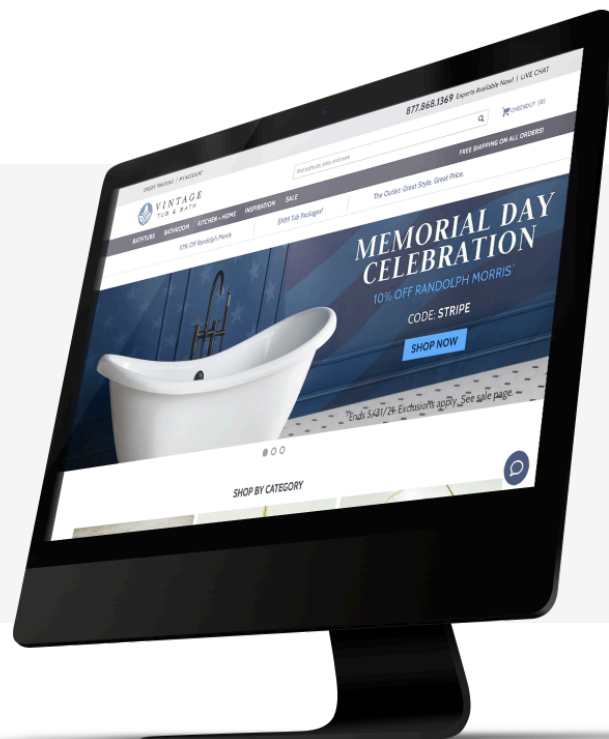
Magento 1 to Adobe Commerce migration



Highly customized product pages



Fast site despite heavy photo usage



*"When we met 121eCommerce, we were immediately impressed with their technical expertise and how easy it was to work with them. Our site relies heavily on photos and the 121 team was able to create highly customized product pages that featured our catalog beautifully and still loaded fast. But most importantly, our sales have doubled since we launched our new site. We were not expecting that type of ROI so soon, but needless to say, we're pretty thrilled."*

CHRIS HARMAN, DIRECTOR OF WEB DEVELOPMENT

**+100%**

Total online revenue.

**+63%**

Number of orders placed.

**+23%**

AOV



## The Situation

Vintage Tub and Bath sells elegant home fixtures that transform bathrooms and kitchens into unique experiences.

Vintage Tub and Bath was on an outdated and unsupported Magento 1 instance that was difficult to manage with their ever-growing catalog. The lack of performance was also creating a poor user experience for their customers.

To make matters worse, they were experiencing difficulties in communication with their current developer due to language barriers and time zones. Plus, the lack of transparency around project timelines, costs and delivery had led them to search out a new developer.

They needed to upgrade to Magento 2 and were looking for a developer experienced in complex site builds, customized product pages and multiple integrations.



## The Solution

With a website that was receiving over a quarter of a million visitors a month, Magento 2's performance, security and stability was a perfect fit for Vintage Tub & Bath to continue to grow their online business.

After meeting us at IMAGINE 2019, they chose our team to migrate their site to Magento 2.

Importing their catalog, orders, and customer data was the easy part. The challenge was creating a fast, mobile-first website with thousands of photos, multiple integrations and a highly-customized homepage and product pages.

Our highly-experienced team got to work, performing complex integrations with their PIM (Salsify) and ERP systems (P21). The most notable integration was with Instagram on their homepage that featured a customer photo gallery with product tags that linked directly to product pages.

Most category and product pages had over a dozen attributes and some product pages had up to eight product photos, making for very "heavy pages". Fast page load speed was achieved with Fastly which served up the content in record time.



## The Success

In less than a year's time since their launch, Vintage Tub has already seen dramatic results when compared to the same period from the previous year:

- **100% increase in total online revenue**
- **63% increase in the amount of orders placed**
- **23% increase in AOV**

Their new site not only looks great, but provides their customers with an excellent shopping experience. Pages load fast despite multiple integrations, extensions and custom code. Social login was enabled through Google and FaceBook to provide customers with quick account access. Yotpo was integrated for credible, AI-powered reviews. Search was enhanced with Elasticsearch to serve up targeted results in real time.

Plus, the backend is much easier to manage. Their team can quickly make changes to the website, create new pages and launch promotional banners all without the involvement of a developer.

# Helm

## CASE STUDY



Jeep



DODGE



### Sales Results

- **85%** increase in gross sales
- **69%** increase in items sold
- **73%** increase in orders

### SEO Results:

- Overall traffic increased an average of 44% across all sites.
- Session duration increased an average of 26% across all sites.
- Traffic from mobile increased an average of 46% across all sites.

*"The team at 121 took on a multi-site, complex project with a very short timeline and nailed it.*

*They came highly recommended from Magento and we were extremely pleased with their high level of expertise, project organization, and detailed reporting. .*

*They brought solutions to the table to configure a shared shopping cart across seven sites and were able to integrate Magento with our home-grown OMS.*

*We couldn't be happier with the results."*

**JOE SPADA, DIRECTOR OF MARKETING**



7 Magento 2 sites  
launched in 3 months



Shared shopping cart  
across 7 sites



ADA compliant



**Jeep**



**DODGE**



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## The Situation

Helm is a leading provider of customized branded merchandise, marketing fulfillment, and eCommerce retail turnkey solutions to some of the world's largest and best-known companies.

They created and were maintaining seven websites for Fiat Chrysler Automotives (FCA), which included Fiat, Chrysler, Dodge, Ram, Alfa Romeo, Jeep, and Mopar. All were on custom-built legacy platforms that were difficult to update, slow moving due to years of customizations, and laborious to navigate for customers.

On top of that, FCA made a non-negotiable requirement for all their vendors to be ADA compliant by December 31, 2018, leaving Helm a few short months to complete the impossible: launch seven Magento 2 ADA compliant sites by the end of the year and integrate them with their existing systems.

## The Solution

Helm realized they needed the assistance of an accomplished agency to complete their project so they reached out directly to Magento for a referral.

As an agency with a reputation of working wonders under tight deadlines, Magento referred Helm to us. Based on our expertise in Magento 2 migrations and a proven track record of on-time launches, Helm awarded us the project.

Due to the complexity of the project, we conducted a two month discovery. Not only did we need to create seven separate Magento 2 websites, all seven needed to share a common shopping cart with the ability to checkout on any of the seven sites. All seven stores were brand specific and needed to be connected to each other; however, each store had a unique catalog with no shared products among the other stores.

Leveraging Magento's robust features, we succeeded in tying all seven stores into one admin for ease of use. In addition, we connected their homegrown ERP and PIM to their new Magento platform (not a small task in and of itself).

To complete such a demanding project in such a short timeframe, we put together a group of developers that worked round the clock for the entire month of December.

## The Success

In less than three months we accomplished the impossible: Launching seven unique Magento 2 sites that were all ADA and ARIA compliant.

Helm is thrilled with their seven conversion-focused Magento 2 sites and many of the new pages are already ranking #1 on Google for several SERP listings. Site speed is at an all-time high and the entire shopping experience is easier for customers.

Helm is FCA's first vendor to be ADA compliant and the response from Helm and Magento have been nothing short of amazing.



Jeep



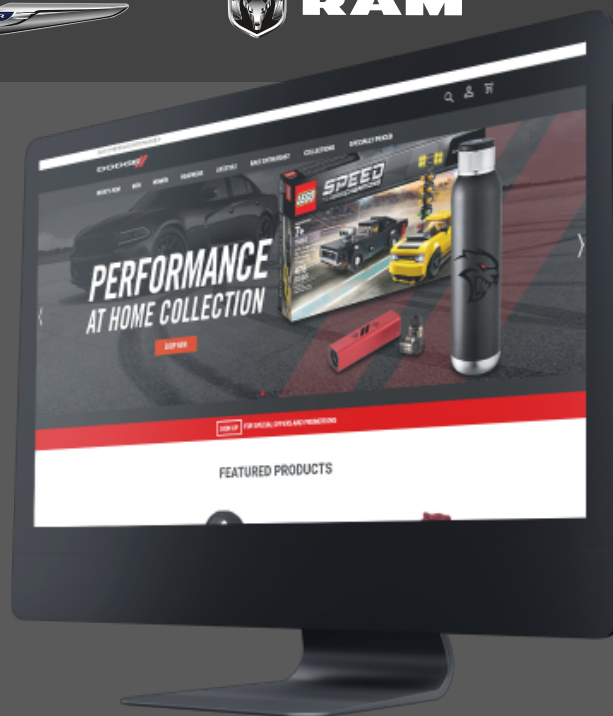
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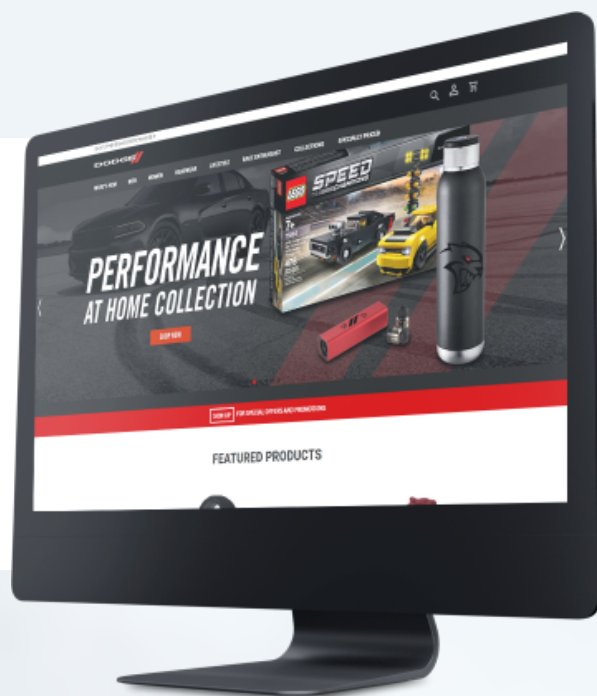
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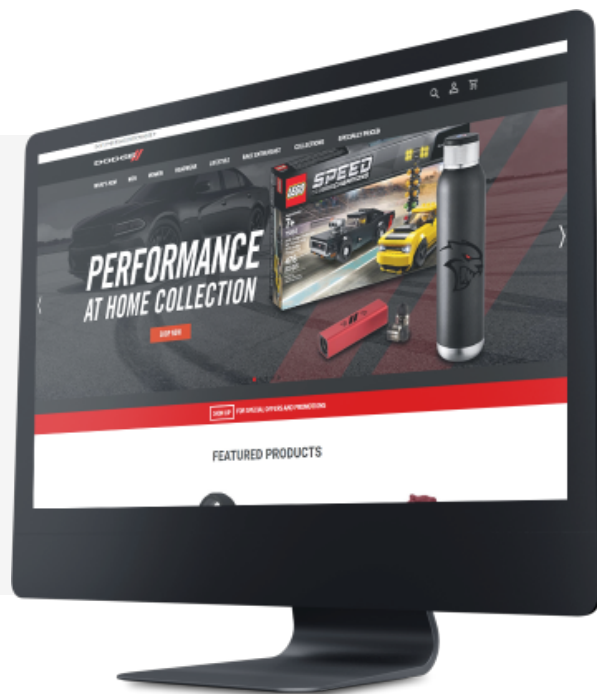
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