CASE STUDY
PACIFIC PRESS

PACIFIC PRESS
THE BIG PROBLEM

» Needed to upgrade the website from Magento Enterprise 1 to Magento 2 Open Source edition without losing any standard or custom functionality, sales, or SEO.

» Needed the new site to be 100% mobile responsive.

» Have over 30 different store views, with territories, separate payment gateways and shipping method for each store view and a custom shipping module.

» Also integrate with several 3rd party systems.

» Restricted Backend access for all 30 store views.

» Custom Reporting.   » Custom Searches.

» **It had to be completed in less than 4 months, which is very difficult.**

ABOUT
PACIFIC PRESS

Pacific Press publishes books and periodicals with Christian themes. They produce a full line of materials for children and adults, including many books with Biblical and inspirational topics. Books for women and children are two of their top specialties. Another is publishing books and magazines in many languages, including Spanish, French, Afrikaans and even Samoan. The Magento store is at:

www.adventistbookcenter.com

HOW WE SOLVED
THE BIG PROBLEM

Using our Agile SCRUM development process, we worked closely with the Pacific Press team. Our team of developers, designers and network engineers iterated through design and customizations. We designed mobile first to ensure the site was totally mobile friendly. In addition, we worked closely with 3rd party integrations to ensure they worked flawlessly at launch.

THE PROCESS

01

The Web 2 Market Account Exec and Development Team worked closely with Pacific Press's team to identify the requirements, detailed them out, created user stories and prioritized the customized features.

02

Next, the Web 2 Market teams began working on them based off on the priority list. Web 2 Market worked in 'sprints', meeting with Pacific Press every two weeks to discuss the status of each customization, roadblocks, and expected completion date. This allowed Pacific Press to adjust priorities as business needs dictated.

03

Upon completion of each customized feature, testing with user stories was completed. Then, before, launch a full system test was completed to ensure all the pieces worked together flawlessly. Post-launch, lower priority features were completed.

OUTSTANDING RESULTS

Month to Month Total Sales Up 35%

Mobile sales rate has gone from 3% to almost 50%

Since launching the site they have had the single most sales in a single day ever.

Per Google Analytic no loss to SEO or ranked pages.Total Sales Up 35%

"Visits by mobile users have exploded compared to our old site; we've moved from virtually none to almost 50/50. Over the last 28 days we are showing more than a 30% increase for sales, total orders, and conversion rates vs."
–Doug Church,
VP of Sales and Marketing, Pacific Press Publishing Association.