Expanding commerce for America's largest Flag seller using Magento

With its revamped presence, the American Flag brand experienced a ground-breaking increase of 200% in its footfall.

Committed to the country's pride

Founded in New York just days after September 11, 2001, AmericanFlags.com is among the world's largest suppliers of residential and commercial American flags. Serving just the B2B industry, the brand features a wide array of products including American flags, historic flags, military flags, world flags, state flags, residential and commercial flagpoles, banners, bunting, and patriotic memorabilia. They have been associated with Krish Technolabs since 2018.

Being acquainted with the brand, the team pretty much knew about the challenges faced by the brand. Some of the key challenges included store performance, increasing rate of checkout abandonment, loopholes in product search on stores, and not-so-friendly made it difficult to highlight important content.

With so many challenges lined-up, it was getting difficult for the brand to grow its commerce despite rising demand. Keeping all the points in mind, the team decided to build a strategy and a modus operandi to implement the solutions.

Finding direction amidst the strong waves

Considering the wide range of products, the audience they are targeting, and the challenges they listed, the team started to closely analyze the buyers' behavior and re-authenticate the same. The reason behind doing it was to excavate the exact reasons behind it. That is how the team started building a strategy around complete optimization of the store and integrated cloud front and as the base step.

It started with in-depth optimization of the store and its integrated cloud front, Varnish. The aim was to enhance the user interface and ease the overall shopping and product search experience. Other steps included a one Step Checkout to lower the abandoned cart rate and overhauled their old search engine in terms of look and feel.

Besides these, other key integrations include ElasticSearch, Social Integrations, and changed the full Checkout Flow to further adorn their commerce with the required boost.

Waving high whilst flaunting the revamped
commerce

With its fresh and enticing presence, the brand did notice a ground-breaking change in consumer behavior and sales figures. With the revised presence, they noticed a fall of 43% in the average load time of their store. Not just this, they experienced a major change with a 200% increase in footfall and a rise of 120% in average orders per day. Going with the figures and client's testimony, the team's assured about the new benchmarks American Flag will attain in the coming future.

Client Speaks

"We at AmericanFlags.com have maintained a long term relationship with Krish and remain thrilled with their professionalism, maegento expertise and responsiveness. We highly recommend them!"

Dr. Jeffrey Reynolds
President & Chief Executive Officer

Success stats

43%
AVERAGE LOAD TIME
DECREASED BY

200%
INCREASE IN TARGET
AUDIENCE BY

120%
INCREASE IN AVERAGE
ORDERS PER DAY BY