

Website:

www.summithut.com
USA

Industry:

Fashion Apparel

Model:

B2C

Platform:

Magento 2

Changing USA's Outdoor Industry's landscape With Magento 2 Upgrade & Digital Marketing

Summit Hut beat its 2-year goals in just six months through a superior eCommerce experience.

Encouraging Wilderness through eCommerce

Summit Hut has been cherishing the outdoor industry for over 40 years. Started from a bedroom, Summit Hut stepped its foot in the outdoor retail industry in 1967. It was two fifteen-year-old friends, Jeff Conn and David Baker, who collaborated to offer Tucsonans superior backpacking and mountaineering equipment.

The integrated Summit Hut mail-order business, internet business, and two Tucson retail store locations work collectively with the vendors to provide advice and equipment worldwide.

While change is on the horizon for the outdoors industry, Krish empowers Summit Hut with exceptional eCommerce by providing an upgrade with Magento 2 and an online sales boost with paid ads.



Addressing the Challenges

While Summit Hut grounds its identity by providing superior value; the poor website performance, substandard user experience, and slow page load speed was getting in its way. Krish worked on a personalized strategy that centered on client's challenges and helped improve their eCommerce experience.

The significant challenges were to perform a version upgrade of the eStore, integrate with a custom-built ERP solution, end-to-end data migration from Magento 1, as well as ERP and resolve unmanaged attribute options that impacted the overall performance.

On the other hand, Summit Hut wanted to improve its online sales by performing digital marketing. Krish worked on a PPC strategy by understanding the business and working out the best performing products, categories, and keywords.

Simplifying the Wilderness eCommerce

Summit Hut and Krish together aimed to make eCommerce simplified. We decided to shift the site to a newer, more robust platform version to contribute to the cause. The primary goal was to perform the version updates to benefit from the Magento 2 platform's advantages and preserve all the necessary business data like customers, products, and more.

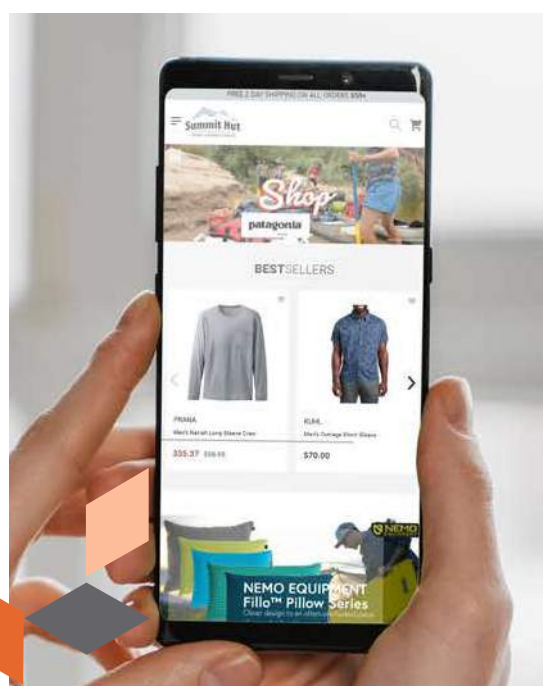
We kick-started the project with complete data migration by assessing the situation- extensions in use, existing database, preparing the Magento 2 store for the upgrade, testing the environment- doing a dry run, and proceeding to the final step- version upgrade and final setup.

The second goal was to create new processes for the website meeting Magento 2 best practices but keeping the brand's existing and recognizable look and feel from Magento 1 to Magento 2.

Moving forward, Krish created a new catalog and a customized MSI that empowers their overall data integration. Optimized the search performance to help to provide the most relevant results, speed up catalog layered navigation which now can transform a lot of data simultaneously.

Krish created a unified omnichannel experience for Summit Hut- where gift cards can be purchased and redeemed at either of the stores- physical/ virtual, independently from where it was purchased. In addition to several integrations and other critical features to their back-end systems, the team ensured seamless upgrades during the process.

We simultaneously worked on the keyword bidding strategy that can yield best impressions, clicks, and conversions.



Setting a New Standard in the Outdoor Industry

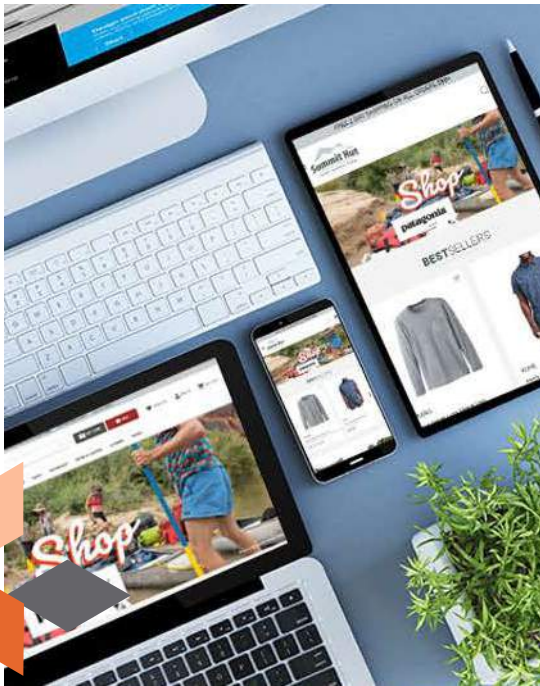
The Magento 2 upgrade made the website stand out and helped the client provide superior quality, resulting in increased market share and customer satisfaction. Along with a responsive, mobile-friendly interface, user-friendly and more accessible back-end, Krish created a unified commerce experience by enabling gift card redemption at all fronts; digital and physical. The client noticed a boost in conversion rate by 8% and a significant drop in the abandonment cart, i.e., 10% due to an enhanced user experience. The project helped the client exceed customer expectations by achieving 1.2 times faster page load time and a decreased bounce rate by 15%. Moreover, the average time on site increased by 10%, making the average order value increase by 5%.

The ppc stats came out to be rewarding as well. Within just 5 months of span we were able to achieve \$43.7K worth the sales. With maintaining an average of 4x month-over-month ROI, Summit Hut gained 106K ad clicks, 1.17K Conversions, and the conversion value to be 107K

Client Speaks

“Krish did a great job in creating a better customer experience for our visitors. They indeed played it well and helped us upgrade to Magento 2 without any loss of data and commitments they made regarding time and expectations ”

Jeremy Davis
President, Summit Hut



Success Stats

