

# Pink Lily Boutique — Scaling at Speed

Bigcommerce Enterprise helps fast-growing fashion brand reach \$1 million in monthly sales

## THE BIGCOMMERCE DIFFERENCE

40%

Increase in sales  
in first month

\$1M

In revenue  
per month

20k

Daily  
visitors

600+

Orders  
per day

"All of our business metrics have increased significantly since we switched to Bigcommerce."

— Chris Gerbig, Co-founder

## Business goal: [Move from marketplaces to market leader](#)

After selling their products through online marketplaces like eBay and Etsy, Tori and Chris Gerbig were no strangers to ecommerce. While their business was showing signs of success, the husband and wife team knew they had merely scratched the surface of its potential. In January 2014, they decided to launch their own website, [The Pink Lily Boutique](#).

## Bigcommerce benefit: [Packed with features](#)

After deciding to fully commit to running an online business, the Gerbigs selected Bigcommerce Enterprise to power it. They liked Bigcommerce's transparent pricing, flexible design templates and seamless integrations with third-party apps like ShipStation and InStockNotify.

## Challenges

For years, Tori and Chris Gerbig wanted to start their own online fashion boutique. With Tori's knowledge of the fashion industry and years of sales and marketing experience coupled with Chris' finance and management background, the pair knew they had all the ingredients to quickly grow a business.

After seeing some success selling their clothing through online marketplaces, the Gerbigs decided to take the leap and build their own branded store. They first experimented with a competitive platform, then moved The Pink Lily Boutique to Bigcommerce Enterprise in the fall of 2014.

“We did well selling on eBay and Etsy, but to grow the business we realized we needed our own site. Bigcommerce was the obvious choice.”

— Chris Gerbig, Co-founder

## Solutions

Bigcommerce Enterprise gives Chris and Tori a dedicated account manager and a world-class support team in addition to a reliable platform upon which they can continue to scale their business.

Seamless integrations between Bigcommerce Enterprise and ecommerce tools like ShipStation have also enabled the Gerbigs to streamline time-consuming processes like printing labels, which they now do in large batches to keep pace with their 600-plus daily orders.

“Bigcommerce's integrations with ShipStation and InStockNotify have made it possible for our team to perform functions that would have previously taken days or even weeks in a matter of minutes,” said Chris.

## Results

In the first month after relaunching on Bigcommerce Enterprise, The Pink Lily Boutique saw a 40% increase in sales, and has continued to grow 10% month over month. With traffic now regularly above 20,000 visitors per day, Chris and Tori are planning new initiatives to acquire customers and propel the brand to even greater heights.

“A year ago we were doing this all out of our living room while working other full-time jobs,” said Chris. “Now we have more than 1 million followers on Facebook and a business doing more than \$1 million in sales every month.”