

SISU Guard — Modern Mouth Protection

Bigcommerce's mobile optimization and automations help massively improve conversion.

THE BIGCOMMERCE DIFFERENCE

900%

Increase in
conversion rate

55%

Increase
in sales

32%

Increase
in AOV

"We used to see less than 1% conversion rate on Volusion, and on Bigcommerce we are above 10%."

— Rita Shelley, Director of Marketing

Business goal: [Grow sales via mobile commerce](#)

SISU Guard made more than \$1M in revenue by their second year in business, but the mouthguard company's growth was being hamstrung by a poor mobile shopping experience. Around 90% of their mobile traffic — which accounted for nearly half of all site traffic — was bouncing from the site immediately upon arriving.

Bigcommerce benefit: [Responsive designs that convert](#)

Bigcommerce's customer-friendly responsive site designs and easy API integrations increased SISU's conversion by an astounding 900%. In addition, automated backend functionality for customer communications and the abandoned cart saver feature helped the brand streamline operations while increasing customer satisfaction and sales.

Challenges

SISU Guard was founded by Dr. Jan Akervall, an oral surgeon who was unhappy with the standard mouth protection available for her patients. At the same time, her daughter Miriam was also looking for an alternative to the bulky guard she had to wear for field hockey. Dr. Akervall created a new type of mouthguard that offered better protection with less material.

Although high demand for SISU Guard mouthpieces generated \$1M in revenue and solid online traffic by the company's second year in business, nearly half of visitors immediately left the site because it wasn't optimized for mobile browsers. "At some point, we had almost half of our traffic coming to us from mobile platforms, but our drop ratio was in the 90% range because of customers' frustration with our mobile platform," said Rita Shelley, director of marketing at SISU Guard.

SISU Guard also needed a platform that would allow them to sell both B2B and B2C, plus wanted automations to streamline their business operations.

Solutions

Bigcommerce's responsive site designs offered SISU Guard customers a great shopping experience on any device. The team also liked that Bigcommerce integrated with 250+ leading ecommerce applications, plus included backend automations that saved them time and money.

"Bigcommerce was the best and most user-friendly option," said Shelley. "The API integration and responsive design were a big plus, but we also liked the automated functionality on the backend regarding customer communication post sale and the abandoned cart recapture functionality."

Results

After a quick data migration to Bigcommerce and a site redesign on a responsive template, SISU Guard increased their conversion rate by 900%, overall sales by 55% and average order value by 32%.

"Our Cyber Monday sale brought in over 250 orders in two days," said Shelley. "The Bigcommerce app integrations help us both bring in new customers and close interested leads. Plus, our average sale on Volusion was \$19,000 to end customers, and the average Bigcommerce sale is \$25,000."