

# Shabby Apple — More Conversions, Less Maintenance

Bigcommerce helps a retro apparel company increase revenue, recover lost sales and improve their brand

## THE BIGCOMMERCE DIFFERENCE

12%

Improvement in conversion rate

44%

Quicker deployment

81%

Quicker page load speed

10%

Abandoned cart rate decrease

“We were always in crisis mode with Magento. Now we’re able to focus on our business.”

— Carl LeSueur, Co-owner, Shabby Apple

## Business goal: [Ditch the glitch](#)

After nearly a year of constant system glitches, countless hours of site maintenance and regular checkout interruptions on Magento, women’s retro apparel brand **Shabby Apple** needed a new solution to power its online store. With conversion rates and customer satisfaction suffering, a platform change couldn’t come soon enough.

## Bigcommerce benefit: [Customize without the complications](#)

Bigcommerce Partner **IntuitSolutions** helped Shabby Apple migrate to **Bigcommerce Enterprise**, a reliable, hosted platform that simplifies retail operations and supports custom integrations. IntuitSolutions was able to meet Shabby Apple’s needs faster and more completely on Bigcommerce than on any other platform they previously used or evaluated.

While the new customized site was being designed and developed, Shabby Apple was able to get back to focusing on their core business, ultimately driving more sales.

## Challenges

The Shabby Apple brand stands for empowerment, beauty and confidence — but a buggy website caused by its ecommerce platform presented a conflicting message. “We had issues with Magento being glitchy and unstable. We frequently had days where the conversion rate dipped by as much as 80%. Overall, it was a very negative experience,” said co-owner Carl LeSueur.

Missing features, a subpar checkout and a confusing user experience hindered customers from checking out and significantly impacted sales. Additionally, a lack of support meant the team was spending too much time and money managing critical integrations between the site’s management and hosting services, preventing them from growing the business.

“The Bigcommerce Enterprise platform provides the features and functionality our clients desire for their growing businesses. Combined with its fast time-to-market, it’s a no-brainer.”

— Brian Antczak, Co-founder, IntuitSolutions

## Solutions

Bigcommerce Enterprise included a variety of out-of-the-box applications that immediately boosted business, including an **abandoned cart saver**. Shabby Apple worked with Bigcommerce Partner IntuitSolutions to drastically improve conversion rates by implementing a product reviews system and a customized, one-page checkout with an in-depth order overview. Plus, as a Bigcommerce Enterprise client, Shabby Apple now has support available 24/7.

## Results

Bigcommerce Enterprise’s built-in features and flexible platform let Shabby Apple launch a new store in 44% less time than it took on Magento. The optimized checkout process and site stability have helped increase conversion by 12%, and abandoned cart rates have been reduced by more than 10%. The team was also able to increase their email list subscription by 10% in three months using Bigcommerce’s easy integration with **Justuno**.

But for LeSueur, it’s about the bigger picture. “With Bigcommerce, we’re able to focus on our business and deliver the best possible shopping experience for our customers.”