

The Smart Baker — Making Baking Better

Bigcommerce's powerful, user-friendly solution helps a rising company scale while cutting costs

THE BIGCOMMERCE DIFFERENCE

2,000%

Traffic increase
in first 3 months

2x

Conversion rate
in first 3 months

\$15k

Saved in
first year alone

"Bigcommerce treats us like a partner, not a customer, and that's huge for us."

— Daniel Rensing, Co-owner

Business goal: [Own the site, own the brand](#)

An upcoming promotional opportunity spurred The Smart Baker team to quickly move from Etsy to their own online store. They knew a branded site would help them grow their business even faster, but needed an affordable, scalable solution that came standard with ecommerce features and didn't require coding skills. They were also looking for a platform that would streamline their day-to-day processes and work with other business software.

Bigcommerce benefit: [User friendly, fully scalable](#)

The Smart Baker team liked that Bigcommerce was packed with features like shipping quotes, coupons and order status emails that would help them scale, while also being easy to use. In addition, Bigcommerce's 24/7 support and professional advice on SEO, design and more helped The Smart Baker's owners build their new site and grow their business. The platform's ecosystem of easy-to-install business apps and integrations was also a major draw.

Challenges

The Smart Baker owners Daniel and Stephanie Rensing had been successfully selling their cooking tools on Etsy, until an upcoming feature in Food Network Magazine in 2009 made them jump to nab their own branded site. They tried to build a simple ecommerce site themselves with the help of web designers and developers, but quickly realized they needed a more user-friendly solution.

“Little did I know how costly and time consuming an ecommerce site was to build out yourself,” said Daniel. “There was always something that needed to be fixed, updated or changed and, without an easy way to do it yourself, you are at the mercy of someone else, which we didn’t like.”

Beyond needing a more affordable and hands-off ecommerce platform, The Smart Baker team was looking for something that would scale — an intuitive, feature-rich solution that could handle the soaring demand for their products.

Solutions

Daniel and Stephanie needed a platform that let them easily add new products, feature real-time shipping quotes, offer coupons and send automated order confirmations. And it all had to be simple to set up and maintain. Bigcommerce included their required features and then some. And new functionality could be quickly added via Bigcommerce’s apps and integrations.

“With Bigcommerce, I was able to quickly set up shipping quotes, upload product photos, customize colors and menus, add product descriptions, and get our SEO in order in just a few days,” said Daniel. “We no longer needed to rely on a freelance web developer who would typically charge \$500 for simple site maintenance and improvements.”

Results

Within three months of switching to Bigcommerce, The Smart Baker’s web traffic grew 2,000% and their conversion rate doubled. A year later, their conversion rate doubled again, and now they consistently exceed the industry standard. On the design and site maintenance front, The Smart Baker saw immediate savings of up to \$15,000 in their first year alone.