

Treadmill.com

Fitness retailer races to huge sales in their first year on Bigcommerce

THE BIGCOMMERCE DIFFERENCE

\$500K

Made \$500,000 in sales their first year

1 TO 2

Moved from single to double-digit margins using upsell features

\$50K

Recovered using the Abandoned Cart Saver

"We would highly recommend a Bigcommerce partner for mid-sized businesses. A partner can quickly answer any questions and make recommendations about the scope of features offered on Bigcommerce that would be time consuming to figure out on your own."

— Mike Jackness, CEO

Business goal: [Build atop a scalable ecommerce platform](#)

When starting Treadmill.com, the founders wanted a robust yet user-friendly platform that they wouldn't outgrow. To ship 300 lb products, they needed to integrate with advanced shipping software. They also needed strong upsell features to make money in a low-margin industry.

Bigcommerce benefit: [fast go-to-market, easy to use](#)

Treadmill.com leveraged Bigcommerce partner Marketing Media for a quick ramp-up with on-boarding and custom design. In a matter of months, they had their processes on auto pilot. Bigcommerce's ease-of-use allowed them to bring design and development in-house, while the platform's built-in upsell features greatly improved margins.

Challenges

As experienced entrepreneurs and IT professionals, the founders of Treadmill.com knew they needed a flexible and scalable ecommerce platform to start their next business. “We felt Shopify simply wasn't built for a mid-sized business and that we would outgrow it within the first year,” said CTO Grant Yuan. “On the other hand, Magento was so complex that the upfront technical investment and learning curve would have jeopardized our success and delayed the launch of our store.” The founders also recognized the need for special integrations to ship 300 lb treadmills. “Our special logistics requirements simply can't be solved by standard shipping software,” said CEO Mike Jackness.

“Going from 0 to 60 on a brand new ecommerce platform would scare even the most seasoned IT professional, but we were quite surprised with how easy it was to work with. Within months, we had a solid grasp of the ins and outs of the Bigcommerce platform and customized the site just the way we wanted it.” – Grant Yuan, CTO

Solutions

The Treadmill.com team selected the Bigcommerce platform based on the rich, turn-key feature-set and customizability. Marketing Media, a Bigcommerce Partner, provided in-depth onboarding, training and design, which put the team in a position to rapidly build in-house capabilities. Leveraging the Bigcommerce API, the team solved their unique shipping logistics by directly integrating with ERP provider BrightPearl. This automated a business-critical process and cut significant overhead.

Bigcommerce's ease of use empowered the team to experiment with other apps and integrations like Search Spring to add dimension to their product listings. They also employed revenue-maximizing features such as the abandoned cart saver, advanced coupons and product options to offer premium upsell services.

Results

The Treadmill.com team had a phenomenal first-year performance, achieving \$500,000 in sales.

“Going from 0 to 60 on a brand new ecommerce platform would scare even the most seasoned IT professional, but we were quite surprised with how easy it was to work with,” said Jackness. “Within months, we had a solid grasp of the ins and outs of the Bigcommerce platform and customized the site just the way we wanted it.”

“The ability to upsell with Bigcommerce directly changes our profit margins from being in the single digits to healthy double digits, and the abandoned cart saver has recovered \$50,000 in sales this year alone.”

Ready to duplicate their success, the Treadmill.com team is using Bigcommerce to launch their next specialty retail rocketship, CuttingBoard.com.