

## CASE STUDY

# 5874 experiences 50% growth YoY as a pioneering UK BigCommerce partner

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increase in growth YoY

## 25%

cost savings to clients

## 6-12

weeks to launch a custom store



## The 5874 Success Story

Rupert Cross spent the majority of his career working in ecommerce and digital marketing. Rupert's brother, Richard Peachey, had vast agency experience and delivered complex integrated marketing campaigns to high caliber clients such as Aviva, BlackRock, and Heathrow Logistics Park.

For years, Rupert and Richard each operated successful freelance agency businesses, but as each brother independently began securing larger, more complex projects, they both desired a more traditional agency environment and staff in order to grow their respective businesses. With a firm belief that "two heads are better than one" the brothers decided to combine their freelance agencies in 2012.

Today, 5874 is an award-winning digital marketing agency which supports clients' ecommerce initiatives through web design and innovative, sustainable marketing that enhances brand experience and user engagement.



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*Rupert Cross, Digital Director and Co-Founder, 5874*

## The Challenge

5874 is comprised of ecommerce experts whose jobs entail marrying form with function — designing and developing beautiful websites that are built for conversion. In order to transform clients' businesses, the boutique agency needed an ecommerce platform that blended ease of use with flexibility and control.

Specifically, as a full-service digital agency, 5874's developers wanted a platform that was easy to customize and offered a highly-performant API. It was also critical for 5874's recommended ecommerce platform provider to offer world-class security and provide robust functionality to support clients' needs long after implementation. Finally, 5874 knew its clients would want access to 24/7 support and exceptional service directly from the platform provider to supplement the support and advice they received from the agency team.

After extensive research and vetting of available ecommerce platforms, the 5874 team found that BigCommerce was the best ecommerce platform for most of its customers.

## The Solution

5874 values flexibility, particularly when developing custom functionality on behalf of its clients. Through BigCommerce APIs, 5874 is able to build the optimized solutions for its customers, regardless of industry vertical or business needs. Additionally, the agency quickly realized that BigCommerce projects are quicker time to market and result in cost-savings for customers as compared to implementations on other platforms.

Since BigCommerce averages better than 99.99% uptime and 24/7 support, 5874 also saw an opportunity to alleviate the burden of dealing with unexpected downtime and costly outages, which were common when using legacy, on-premise platforms. Since the agency didn't have to worry about the uptime or security of their clients' stores, they could spend more time on creative solutions to fit their clients' needs. With BigCommerce consistently rolling out new features and product updates, the agency



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knew it could reallocate resources to helping clients adopt and stay up to date on the latest ecommerce technology, further improving their competitive position.

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## The Results

Since joining the BigCommerce partner program in 2012, 5874 has seen a significant impact to its business, as well as its relationship with BigCommerce.

“The BigCommerce partner program provides us with incredible resources to onboard new staff and significant benefits such as generous commissions, access to marketing tools, and account management - all of which ensure our success,” says Rupert Cross, Digital Director and Co-Founder, 5874.

As an Elite partner in the United Kingdom, 5874 has also played a critical role in helping a growing number of leading UK brands revamp their digital presence, including Yumi International, British Gas, Chickidee and more. Using the latest advancements from BigCommerce, such as **Commerce-as-a-Service** and **BigCommerce for WordPress**, the agency continues to be at the forefront of ecommerce, delivering tailored solutions to its rapidly-expanding portfolio of BigCommerce clients. Today, 80% of the agency’s work is ecommerce with the majority of digital projects involving new or relaunched websites on BigCommerce.

Additionally, 5874 clients launching on BigCommerce are seeing a host of benefits when compared to projects involving alternative ecommerce platforms, including significant financial and time savings, as well as superior lifetime value due to BigCommerce’s robust out-of-the-box features. According to 5874, the cost to build a BigCommerce site is about 25% than what it costs to build a Magento site.

With these cost-savings, 5874 has been able to increase their profits and continue to grow. 5874 attributes its 50% YoY growth to BigCommerce. As a BigCommerce partner, 5874 continues to attract and win more business, particularly with larger brands, which has improved its bottom line.

Rupert Cross mentioned, “if I was to start 5874 again, I would definitely apply to be in the BigCommerce Partner Program right away. It works, it makes sense, and I’m impressed with how the BigCommerce platform stands up. I can’t speak highly enough about both.”

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Join today by contacting us at [PartnerWithUs@BigCommerce.com](mailto:PartnerWithUs@BigCommerce.com)