

CASE STUDY

iMedia launches customers 50% faster with BigCommerce

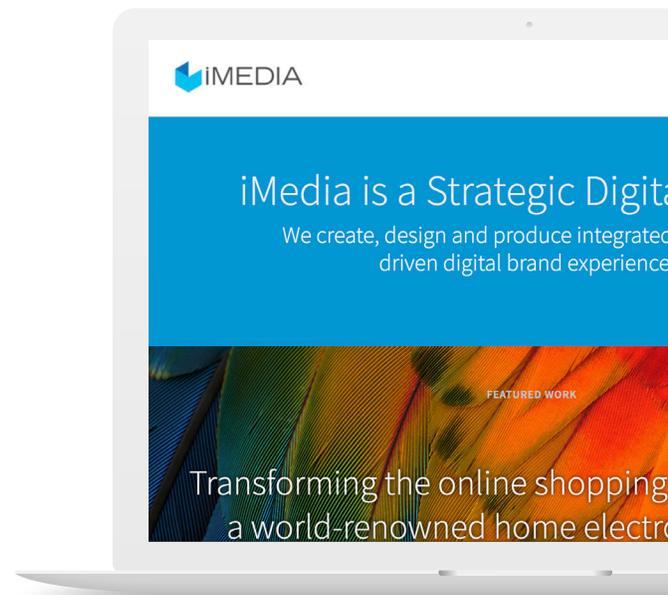
What iMedia likes about BigCommerce

- Four weeks from concept to site launch
- True enterprise SaaS driven by powerful APIs
- Scalable shipping and taxation solution are embedded in the platform
- Highly customizable while still true multi-tenant SaaS

Overview

iMedia is a full-service agency based in New Jersey that offers solutions built to solve each customer's unique business goals and audience needs. Their customer base is diverse and includes major electronics manufacturer Hisense, the Susan G. Komen organization, Sharp Electronics, Duxiana Interiors, and Carnegie Hall. Beyond developing ecommerce sites, they offer strategy, marketing, design, technology services, and social media expertise.

iMedia specializes in building experiential solutions that weave content and commerce together. They have a proven track record of delivering solutions that provide rich, valuable experiences for end-users while simultaneously increasing their clients' conversions.



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Jessica Lago, Manager of Marketing and Partnerships at iMedia

Challenge

iMedia was seeking an ecommerce solution for one of its clients. “We weren’t thrilled with what was available,” says Brian McGovern, Partner, Client Services for iMedia. After reviewing several platforms, “we just liked BigCommerce’s approach, API features and ease of use.”

The agency was looking for an ecommerce partner with support. Having a platform with 24/7, quality support would remove the burden from iMedia, enabling them to focus on their clients’ needs. iMedia also wanted to partner with a company that was innovative and a leader in the ecommerce space. Having access to the product roadmap and BigCommerce’s thought leadership content would empower the agency to present more value to its clients.

Solution

McGovern was impressed by the out-of-the-box features. “You don’t have to do crazy customizations,” he says, adding, “You get emails right out of the gate. You also have the ability to utilize all kinds of payment methods. ShipperHQ is flexible and awesome and the Avalara integration is basically one click.”

Another key win for iMedia is BigCommerce’s enterprise-grade API. “It is really robust,” McGovern notes. That’s critical, “because our clients are typically at the enterprise level and that means looping the solution into an existing and well-entrenched infrastructure/supply chain/logistics scenario.” The iMedia team could easily integrate BigCommerce with content management systems, such as Sitecore & Episerver, enterprise resource planning tools, such as Navision, and multichannel management systems, such as SellerActive.

With content becoming more important to sellers to enhance the customer experience, an ecommerce platform that works well with content systems is mission critical. A recent iMedia client, an educational services company, needed its CMS and ecommerce platform to work together without friction to deliver a more experiential solution. Detailed course information was kept in the CMS (Sitecore) where it was easy to edit. In addition, customers



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Brian McGovern, Partner,
Client Services at iMedia

filled out forms in the CMS. The company wanted the checkout process to be seamless. “They didn’t want the users to have to fill out duplicate forms or lose the value of the CMS for product page editing,” he explains. Using BigCommerce, iMedia was able to resolve this issue for their client.

The other advantage is that BigCommerce almost instantaneously reflects a change to the CMS. “If you make a change to the header, footer or overall template on the CMS side, that is pushed over to BigCommerce in, basically, real-time,” McGovern says.

“The response time from the BigCommerce team is leaps and bounds over what other companies are like. Whether you reach out with an inquiry for sales, support, or just a general question- the team is so quick to respond and willing to help. It’s also very easy to register opportunities, and find useful sales tools within the Partner Portal,” says Jessica Lago, Manager of Marketing and Partnerships.

Results

The most significant benefit for iMedia is how fast they can launch a customer. Claiming how fast a website can be up and running on a new platform is common in the ecommerce space, but McGovern points out that launches iMedia has completed involve enterprise clients selling through multiple platforms. “We helped Hisense achieve significant scale and launched their website in one month. They launched their direct B2C business and then scaled it to Amazon, eBay NewEgg, and Walmart. We can do a site from concept to launch in four weeks – it’s 50% faster. With other platforms, we would spend a lot more time trying to configure it.” Lago says.

Compared to using other ecommerce platforms, iMedia customers are having success with the BigCommerce platform. For example, Hisense experienced a 118% increase in monthly sales after launching on BigCommerce.

BigCommerce shares the product roadmap with elite partners like iMedia. The product roadmap information and thought leadership helps iMedia position its own services.



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Whether launching a new B2B or B2C site or converting an existing storefront, iMedia recommends the best fit platforms for the solution.

“We’re having a lot of success with companies standing up new storefronts or migrating from other platforms that are hard to customize and maintain, or just hard to use,” McGovern says. “Our clients tell us other systems are just cumbersome and they want something a lot more friendly to use. This is when we introduce them to BigCommerce.”

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