ELITE
BigCommerce Partner

Americaneagle.com Grows BigCommerce Business 3.5x in One Quarter

3x
growth in team members

3.5x
Single quarter growth in billable hours

## 100%
YoY projected growth

40+
Total projects on BigCommerce

Overview

Americaneagle.com started as a software and game maker in the late 1970s, but shifted gears in the mid-1990s as the Internet introduced a wealth of new revenue opportunities in the field of web design. The family-owned company found great success in the decades to follow as a web design and solutions agency, serving clients across a wide range of industries, including ecommerce.

Around 2012, the company recognized another tide change as SaaS-based web platforms began to offer companies a lower-maintenance, more accessible alternative to custom, on-premise website builds. Americaneagle.com decided to augment their service offering across all types of platforms to service companies with various technology preferences.

Soon, they found themselves looking for an ecommerce platform partner that would service the agency's wide range of clients, from mom-and-pop shops to multi-billion dollar companies.
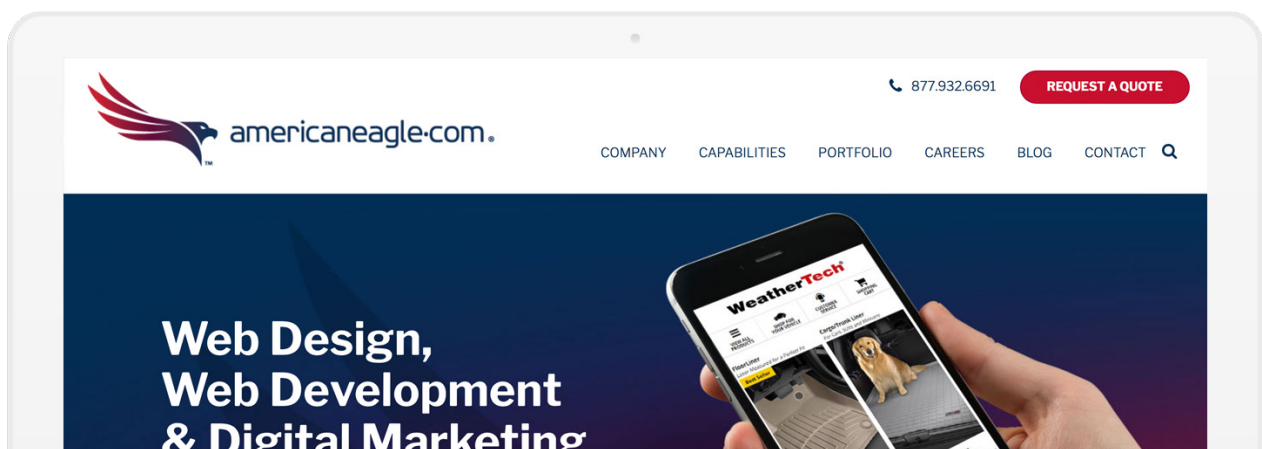
Challenge

The agency knew the right platform would have a few key attributes. It would be easy to customize, taking an API-first approach and enabling Americaneagle.com to design sites that felt like they were built from scratch. The platform must be focused on offering modern technology and feature sets, because if the technology didn't support the customization and advanced capabilities Americaneagle.com clients expected, the SaaS partnership model would not be sustainable.

It also needed to be reliable, with good SLAs and uptime guarantees, as many of the agency's clients lacked IT teams or the resources to troubleshoot in the event of an issue.

Support and service were key all around, as merchants needed the ability to scale without hassle as they grew. And as a family-owned company Americaneagle.com needed a partner who would take the same personal approach to service that the agency had built its legacy on.

The team researched a number of SaaS solutions, but in the end, BigCommerce was the standout choice for their customers' SaaS needs.

Solution

BigCommerce offered a robust API that would make it easy to customize sites and provide the advanced functionality Americaneagle.com clients needed. The agency noticed that BigCommerce offered a quicker time to market and more baked-in functionality than its competitors, which required third-party solutions and workarounds to mimic many of BigCommerce's basic features.

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We were looking at the technology and were impressed with BigCommerce's focus on their product. Many of the other platforms focus a great deal on marketing, where BigCommerce puts investment dollars into the product.

-Derek Cwik, Americaneagle.com Director of Integrations

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The platform also offered strong SLA and uptime guarantees, plus a dedication to personal service that put the agency at ease.

In 2014, Americaneagle.com became a BigCommerce Design and Solution Partner and quickly began to build its BigCommerce business pipeline.

Results

Americaneagle.com initially serviced multiple ecommerce platforms from the same small team, but as their BigCommerce business demand grew, they soon devoted a team of 10 exclusively to BigCommerce project management, development and dedicated post-launch support, further supplemented by a shared pool of quality control, design, marketing and support team members.

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We have tripled our BigCommerce team within the last

two years just to meet the demand.

-Jerry Boduch, Director of Partnerships

While Americaneagle.com is still finding success with other ecommerce offerings, the volume of BigCommerce site builds has shown the fastest year-over-year growth. In 2017, the agency experienced year-over-year growth of 100 percent for BigCommerce projects. From Q3 to Q4 of 2017, the agency increased its number of billed support hours working on the BigCommerce platform by 3.5x.

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The 3.5x growth in billable hours we experienced building on

BigCommerce this year is just unprecedented in other departments.

That tells you that the appetite for BigCommerce is strong

among merchants.

-Jerry Boduch, Director of Partnerships

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The Americaneagle.com team has also been impressed by the personal access they have had to the BigCommerce team and the alignment across roles.

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Our CEO has talked directly with BigCommerce's CEO, our sales leadership has talked to theirs, and the same goes for marketing and sales engineers. This direct channel between counterparts at the partner means we're always moving forward. We don't hit roadblocks.

-Jerry Boduch, Director of Partnerships

BigCommerce's willingness to listen and react has exceeded the agency's expectations and outshined their experience with other platform partnerships.

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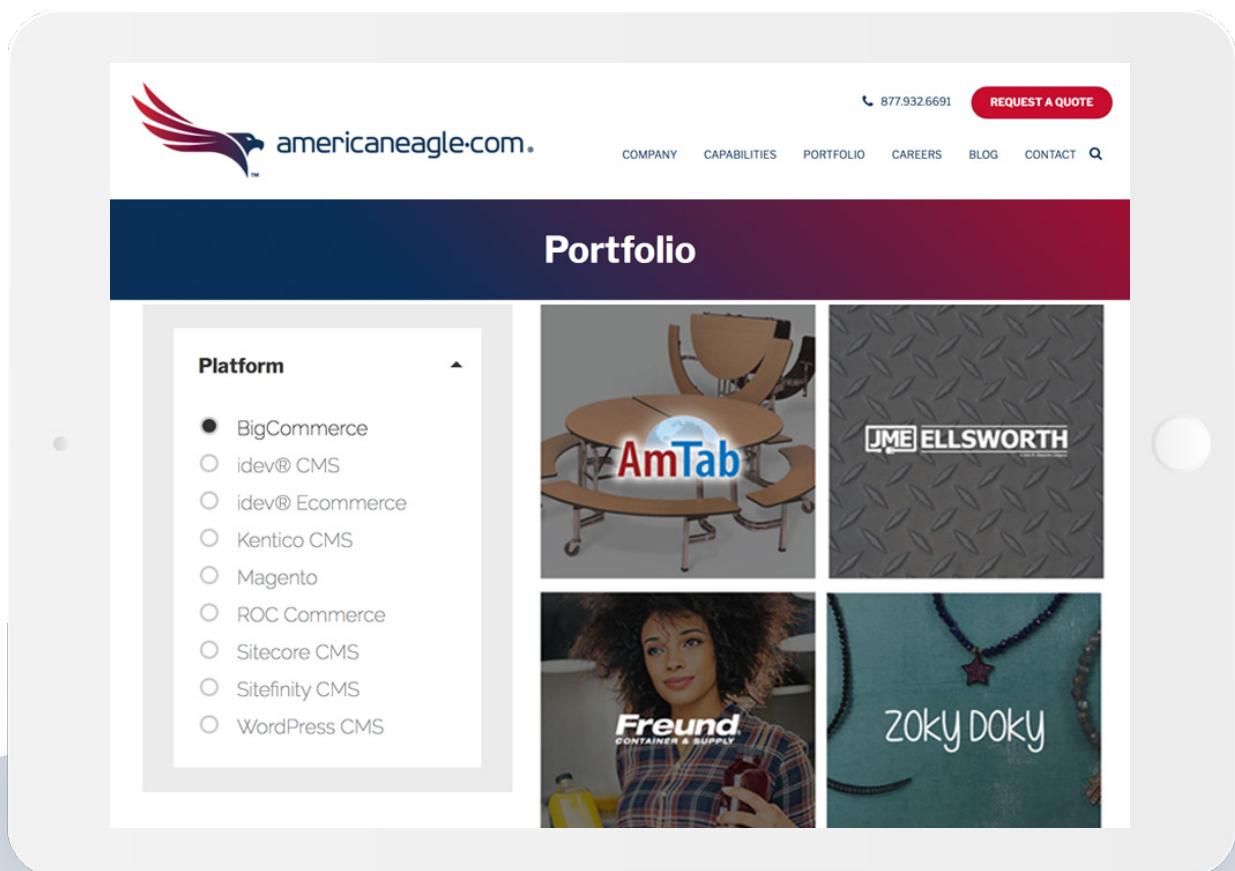
BigCommerce is much more engaged compared with other partner programs. They know they have a good product, yet they're always trying to improve it rather than putting the onus on the partner. BigCommerce takes responsibility and takes feedback, and that's a truly rare and valuable trait.

-Derek Cwik, Americaneagle.com Director of Integrations

Since becoming a BigCommerce partner:

3x	3.5x	100%	40+
growth in team members	Single quarter growth in billable hours	YoY projected growth	Total projects on BigCommerce

Growing your high-volume or established business?

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BIGCOMMERCE