

BOWFLEX



30 YEARS OF HOME FITNESS INNOVATION

STRENGTHENING THE BOWFLEX DIGITAL EXPERIENCE

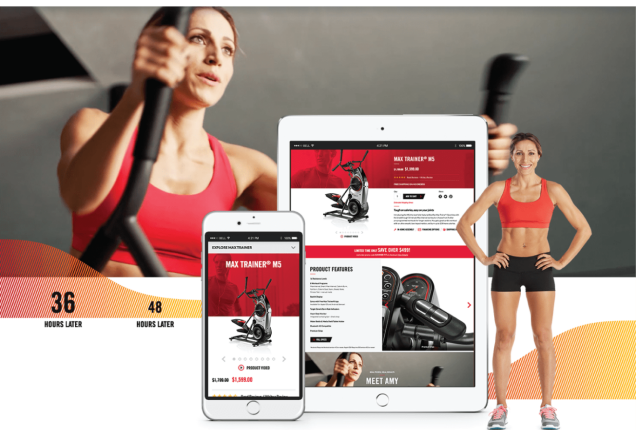
Since 1986, Bowflex has set the standard for home fitness by designing smarter, faster, and more effective ways to get results and accomplish goals in the comfort of one's own home.



THE DIGITAL EVOLUTION OF BOWFLEX.COM

MOBILE-FIRST APPROACH

Taking a mobile-first approach, parent company Nautilus wanted to give customers more choices about where and how they interact with the brand. Nautilus was ready to implement a flexible and dynamic enterprise-level commerce platform that could deliver a fresh, modern, and unified brand experience across devices, channels, and regions.



BEAUTIFUL DESIGN. ENGAGING CONTENT.
OPTIMAL PERFORMANCE ACROSS DEVICES.

THIS IS COMMERCE REALIZED!

LYONSCG designed and developed a new, mobile-responsive site on the Salesforce Commerce Cloud platform, consolidating 30+ sites into a single Bowflex site with a single checkout. Rich content, merchandising flexibility, search optimization, complex customizations, and numerous integrations all helped to create an engaging experience, built on a multi-site architecture, to evolve with Bowflex's growing business needs.