

## MOZU SUCCESS STORY

# MOVING MOUNTAINS: HOW MOZU EMPOWERED GORUCK TO SUCCEED

## CHALLENGES

In the beginning, GORUCK was frustrated with their NOPCommerce platform on Amazon Cloud. While highly customized, it wasn't what they needed. Dubbing it a "pile of mess," their business suffered from its slow performance, shoddy mobile experience, and poor events integration. At a ten-second average, page loads were glacially paced, and their servers struggled to load new events.

GORUCK's mobile experience was rocky; users would find the event map replaced with an event list to cut back on load time. In actuality, this Band-Aid solution reduced usability and frustrated customers. Finally, everything on the site was hard-coded, meaning that every change—no matter how small—required the intervention of an IT resource.

## SOLUTION

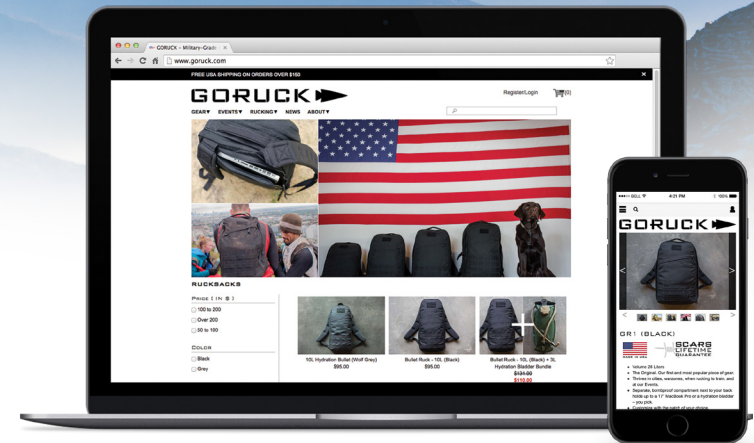
GORUCK's decision makers knew that Mozu possessed the flexibility that would allow their business users reliable access, and the ability to optimize the site for any device. The Mozu API would help them integrate events in a sustainable and extensible way. By implementing an event management widget – among many others – their marketing team could finally manipulate the site without IT resources. With Mozu they could produce a superlative, customizable mobile shopping experience boasting rapid load times. To dramatically reduce page load times, GORUCK trusted Mozu's multi-tenant SaaS approach, noting its scalability and performance optics. Now they could easily maintain a consistent shopping journey from mobile to desktop.

All of this was impossible with their old platform.

## RESULTS

After considering their options, GORUCK chose Mozu over Magento® Enterprise and Elastic Path™. Thanks to Mozu's polished responsive design, their event map now loads seamlessly for mobile and desktop users alike. The vastly improved user experience increased their mobile conversion rate by 65%. Customized event content is now managed by GORUCK through an application they manage, which is then queried and hosted in Mozu.

GORUCK



48%

INCREASE IN ONLINE  
REVENUE

65%

INCREASE IN CONVERSION  
FROM MOBILE

3x

FASTER PAGE LOAD TIME

*"The event integration gave us more power. We have a lot of events and if you're looking at one of the types, you can sort it. Previously, the users couldn't tell how or didn't think to sort. Having the map API allows that to be presented graphically and is a huge win for usability."*

GORUCK, Development team

### IMPLEMENTATION



### INTEGRATIONS





# GORUCK

**INDUSTRY:** Sporting Goods

GORUCK is a mid-market, B2C sporting goods retailer with the spirit and potential of a much larger company. In search of a new platform to support their many events and promotions, GORUCK teamed with Mozu. They keep a fast pace, and needed a dynamic eCommerce platform that was up to the task. After integrating with the Mozu cloud commerce platform, GORUCK's marketing team doubled their productivity; their page load times were significantly reduced; their mobile and desktop websites were transformed into one fluid digital experience.

## GORUCK FORGES A NEW PATH WITH MOZU

### CHALLENGES

- Slow page load time with their old platform
- Limited control over a poorly built event management tool
- Clunky, disjointed mobile shopping experience
- Constant need to seek help from their overburdened IT department

### SOLUTIONS

- Integrate events in a sustainable and extensible way
- Optimize the site for any device
- Flexibility that allows their business users reliable access

### RESULTS

- Grew online revenue by 48% and orders by 37%
- Increased content management productivity by 50%
- 65% lift in mobile sales conversions
- 3x faster page load times

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Mozu is the only commerce platform that empowers **marketers and developers** to create memorable digital experiences that engage shoppers on their terms, on any device, and drive more sales today. Whether you're a retailer looking to free yourself from the hassles of managing a homegrown system or evolve beyond the limitations of a legacy platform, it's time for you to meet Mozu.

**Experience Mozu today. Schedule a Custom Demo.**

**mozu** THE CLOUD COMMERCE PLATFORM