SPRINX SYSTEMS:

CASE STUDY:

Mountfield

In 2014, Sprinx Systems prepared a completely new e-commerce solution for Mountfield. The aim was an efficient and stable solution, unification of the company's corporate presentation with its e-shop and other microsites, full integration into the client's internal systems and creation of a new responsive design.

What was achieved?

times higher turnover of the e-shop one year after implementation

times higher traffic without loss of performance

500,000 + emails in a campaign with deliverability

99.7%

times higher number of orders without loss of performance

Sprinx
THE DOERS

www.**sprinx.com**

reaching





initial situation

A separate e-shop, corporate site and microsites. An older non-responsive design and an insufficient level of integration with the internal systems. A low-performance solution that was not ready for increase in sales.

objectives

START

November

Unification of corporate presentation and online sales channel

with an emphasis on responsive design, site stability for high web traffic and display speed. At the same time, it was necessary to integrate all corporate systems with the e-shop.

LAUNCH



A fast and convenient shopping process, cross-selling offers and marketing campaigns.

E-shop turnover doubled after the first year



Septembei

Increase in the volume of email campaigns

Newsletters are sent gradually to 500,000 to 1 million emails, which does not exceed several hours, while maintaining the highest deliverability rate. Only 0.002% of emails are marked as spam.

Record traffic and turnover

Record daily traffic and turnover which corresponded to 4 times the previous traffic and, above all, 8 times the standard number of orders. All that without any performance limitations.

Mountfield



Mountfield's profile

With its 57 shops, Mountfield is the largest specialist seller of garden equipment and pools throughout Europe.

Kentico platform

Sprinx Systems prepares its web solutions on the successful Kentico platform, an all-in-one solution for CMS, e-commerce and online marketing.



Sprinx Systems is a leading technology company that specializes in developing web solutions, business systems, and hosting and application management services. The company is also known as a major supplier of HPC (High Performance Computing) products.

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