Migrating a legacy store to Shopify

Shopify builds · Established online retailer

THE CHALLENGE

Slow pages and a cumbersome mobile checkout made it harder for customers to buy from the legacy store.

THE WORK

We migrated the store to Shopify and improved the shopping experience, then reviewed store analytics, ecommerce revenue and site performance.

REPORTED STORE RESULTS

2.1×	65%	40%
Reported conversion rate	Reported improvement in load time	Reported increase in revenue

HOW TO READ THE FIGURES

Spires Digital group case study. Pre- and post-migration trading windows were agreed with the client. Traffic mix, merchandising, promotions and seasonality can influence those comparisons.