

# Overstock Deals



## Home Improvement Company Renovates their Online Business

Overstockdeals.com and plumbingdepot.com market and sell online more than 500,000 home improvement products from over 100 top brands on multiple, integrated websites.

[overstockdeals.com](http://overstockdeals.com)

Magento Solution Partner:

**Unleaded Software, Inc.**  
(dba Unleaded Group)

[unleadedgroup.com](http://unleadedgroup.com)

***"We needed an eCommerce solution that could handle our vast and every-changing inventory, offer a great customer experience and give us powerful administration. We got that all with Magento Enterprise."***

Founder & CEO, [Overstockdeals.com](http://Overstockdeals.com)

### Challenge

#### Provide World-Class User Experience While Supporting Massive Inventory

Overstockdeals.com faced a familiar challenge: the growth of their business had outpaced the capabilities of their eCommerce platform. With a rapidly-changing inventory of more than 500,000 items, the company needed better administration for inventory tracking/changing, strong analytics and the ability to seamlessly integrate and manage multiple sites on the back end.

Additionally, the company recognized that they needed a world-class user experience to compete not only with online retailers, but also with the hands-on customer service model of brick-and-mortar competitors.

### Solution

#### Scalable Performance, Improved Administration, and Comprehensive User Resources

After much research, Overstockdeals.com found Magento Enterprise and Magento Solution Partner Unleaded Group to be the best solution to meet their needs both today and as the company grew. Unleaded Group used the power and flexibility of Magento Enterprise to deliver a new site experience that included:

- Brand pages accessible in a multiple column drop-down format
- Smart Solutions Video
- Solr Search, integrated with Magento Enterprise
- Performance tuning for continued improvements in site speed
- Up-sell, cross-sell and "recommended" build-ins
- Comprehensive Learning Center with Buying Guides, Installation Tips, Required Products and Recommended Products ( e.g. tools, add-ons) and more

### Results

#### Dramatic Improvements in Site Performance and Sales

OverstockDeals quickly realized the benefits of their move to Magento Enterprise:

- Customers responded enthusiastically to improvements in speed, visual design and navigation
- Inventory tracking and replenishment improved dramatically
- Average page load time decreased by more than 50%
- Within a year, sales increased by 60%

Their growth has been recognized in the press: Internet Retailer, the leading source of business intelligence about the Internet, listed OverstockDeals in its prestigious Top 500 Retail Websites Ranked by Annual Volume, published annually; the company has also been included in the Inc. 500 Fastest Growing Businesses.