

The Grommet



The Grommet Finds Success In Telling Great Stories

The Grommet is a product-launch platform specializing in products from craftspeople, innovators and inventors with great stories.

thegrommet.com

Magento Solution Partner:
Gorilla Group

www.gorillagroup.com

"Magento Enterprise Edition stood out because it was so customizable and there were a wealth of plugins that we could use."

June Hsiao
Senior Director of
Product Management

Challenge

The Grommet started with a custom in-house platform, which meant that every change and update had to go through developers. It was inflexible and impractical, and it required a developer for something as simple as an image change. The Grommet needed a platform that:

- Gave them complete control and customization
- Had features that were easily updated by internal staff, rather than external developers
- Was flexible enough to support their lead-with-media strategy and drop-ship model
- Would efficiently categorize and create navigation for their large, varied product line
- Could scale with them as they grew

Solution

Customizability, Plugins & Responsive Design

In looking for an agency that was an expert on Magento products, The Grommet chose Magento Gold Solution partner Gorilla Group to redesign their site. Some of their favorite aspects of their new platform include:

- A home page that reflects their mission and values, and highlights their daily product launch
- Access to a marketplace full of easy-to-manage extensions, including Listrak, Zendesk, Litle, and MediaForge's retargeting plugin
- Built-in product types for efficient categorization
- A responsive design to facilitate growing product discovery on mobile

Results

Big YOY Growth and Piece of Mind

Since their redesign, The Grommet has seen a 40% increase in conversions and a whopping 450% increase in year-over-year sales. The new responsive design is also driving a steady rise in their mobile business, and they're looking forward to future integrations with third-parties like Salesforce to help them grow further. For June Hsiao, Senior Director of Product Management, the best feature of their new site is that they can now focus on their business and not on making their site work. "I think the big advantage of going with Magento Enterprise Edition is that it allowed us to concentrate on what we do best, which is to tell stories, and to really highlight our makers," says Hsiao.