Bigcommerce

Rogue American Apparel — Wardrobing Warriors

A move to Bigcommerce triggers mobile growth and
improves operational efficiency

THE BIGCOMMERCE DIFFERENCE

$208k	75%	6x	40%
Sold in first 38 days	New sales from mobile	Increase in operational capacity	Lost sales recovered

"Bigcommerce establishes good connections with their customers and the
platform generates great returns — it's a win-win."

— Wes Whitman, President & Founder

Business goal: Capture mobile sales and reduce complexity

Rogue American Apparel missed out on mobile sales because their custom-built website
wasn't optimized for smaller screens. They paid a premium to have third-party web managers
maintain their site, and manual order processing was bottlenecking their operation.

Bigcommerce benefit: Mobile optimized, easy to use

Now Bigcommerce's hosted SaaS solution provides Rogue American Apparel with a
powerful, owner-friendly platform that doesn't require a web manager. Knowledgeable
Bigcommerce account managers helped streamline their operations, and frictionless
mobile-optimized themes led to rocketing revenues.

For more information **bigcommerce.com/enterprise**

Challenges

Rogue American Apparel caters to a very tight-knit community, so their marketing strategy relies predominantly on social media. Before moving to Bigcommerce, their customers would see a new product promoted on Facebook and click to buy it, but sales suffered when they landed on a website that didn't support mobile checkout. The development shop that originally built their site also squeezed profits, with a 5% revenue share for web maintenance and additional fees for everything from setting up PayPal to adding product images.

Ready to grow his business, founder Wes Whitman started looking for a partner that knew ecommerce to provide the advice he needed to automate, optimize and stay relevant.

It's important to like and trust the people you do business with, and our account manager has already made game-changing recommendations.

— Wes Whitman, President & Founder

Solutions

Whitman first learned about Bigcommerce Enterprise from a trusted referral. Blown away by the impressive feature suite, he decided to move Rogue American Apparel to the hosted platform. "It was an incredibly smooth process," says Whitman, "and the communication was on point." The sheer simplicity of the user experience enabled them to launch a responsive site and open the mobile revenue floodgates.

Rogue American Apparel has continued to fuel their growth using Bigcommerce's robust built-in marketing tools like the abandoned cart saver and SEO-friendly blog. Yet the biggest differentiator for Whitman is the close relationship he enjoys with his Bigcommerce Enterprise account managers. "It's important to like and trust the people you do business with, and our account manager has already made game-changing recommendations — like the ShipStation integration that automated our entire order processing operation."

Results

Rogue American Apparel quickly saw explosive returns after moving to Bigcommerce Enterprise, selling $208,000 in their first 38 days. Order automation increased their processing capacity 6x, up to 400 orders per day.

Within months, they tripled their previous sales, have seen 75% of all sales generated by mobile devices, and have recovered 35% of lost sales by saving abandoned carts. Their margins have improved significantly now that they don't have to pay partners a share of revenue and fees.