

A Game Changing Shopping Experience



SUMMARY

Wilson Sporting Goods Co. has been at the forefront of award-winning sports equipment innovation for over 100 years, and continues to lead the charge in digitally connected, socially shareable, and highly customizable products used by Although recognized as technically masterful, Wilson's passion for the people and culture surrounding their products was not reflected in their online shopping experience. Their family of brands used multiple content management systems, which did not support how they wanted to speak to their customers. We partnered with Wilson to turn their traditional eCommerce site into an experiential purchasing platform, resulting in increased revenue and eCommerce conversions, and a reduced bounce rate. These metrics reflect a transformation that fully established Wilson as a distinctive digital player in the highly competitive sports marketplace.

SERVICES

Ecommerce

Web & Mobile Development

PARTNERS

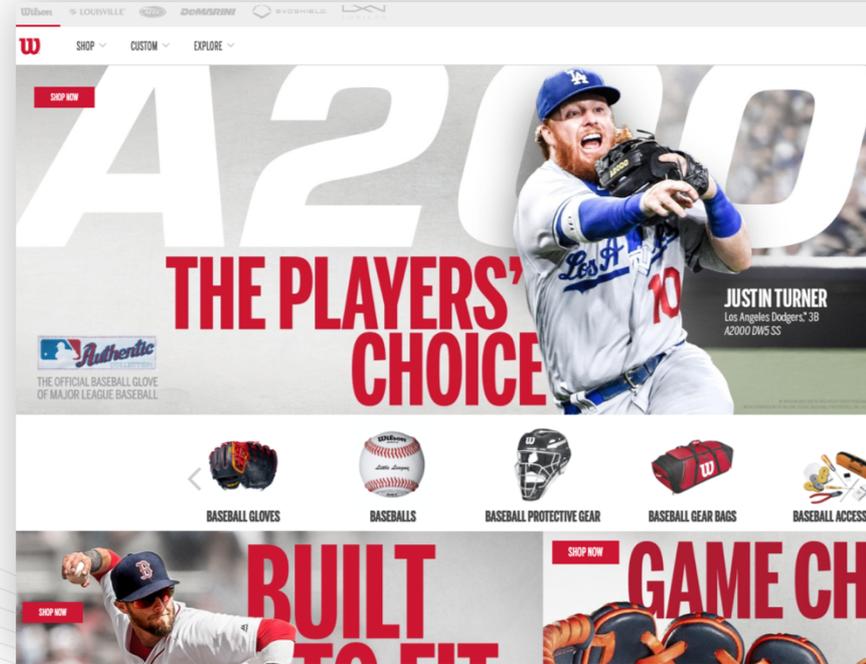
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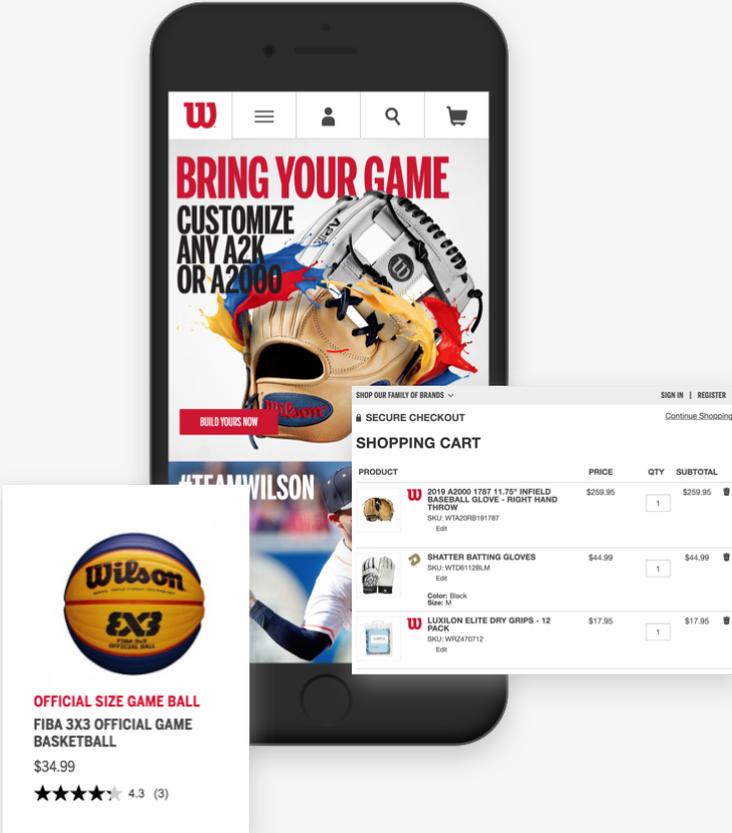
CHALLENGE

Wilson needed a solution that represented their distinct brand identities, reflected the relationships people have to their products, and made purchasing those products a seamless process.

They needed a platform that supported experiential commerce: a highly engaging experience that transformed the buying process, leaving customers with an emotional allegiance to their brand and product.

Wilson's eCommerce platform Magento housed product information, but did not fully showcase their diverse family of products, or support the content that connected customers to the brand.



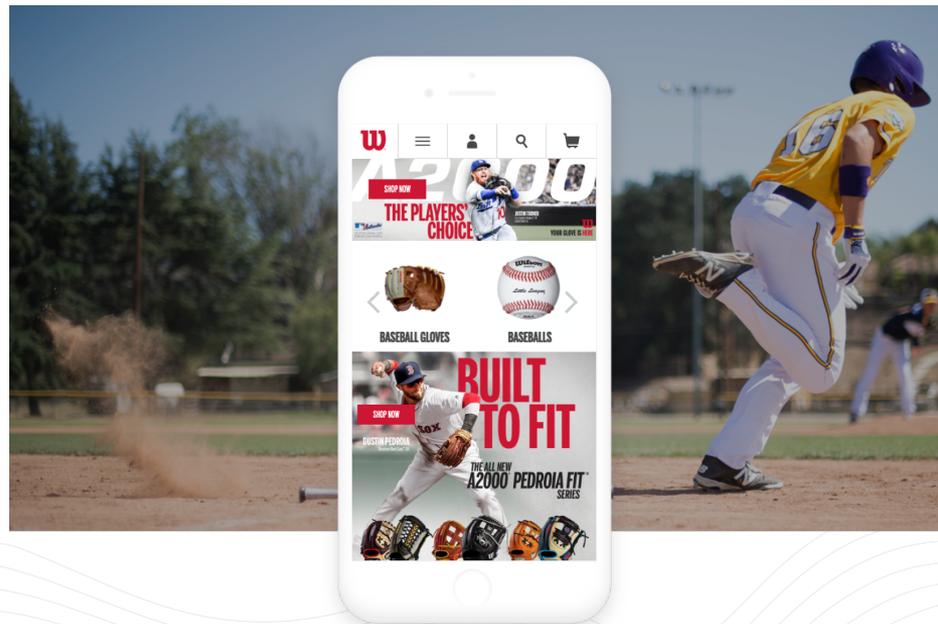


SOLUTION

We brought Drupal and Magento together using the web accelerator Varnish, creating the first connector of this kind. Drupal provided visual flexibility and robust content management functionality, rendering text, images, and video in a variety of ways without sacrificing Magento's eCommerce backbone. By utilizing the strengths of both platforms, we enabled a scalable design, strong mobile presence, and shared shopping cart, and empowered the Wilson marketing team to incorporate rich, editorial content into product pages.

RESULTS

Wilson's site architecture now supports purchasing power and fan culture, which is reflected in their additional revenue — the results of increased, continuous user engagement. Rolling out new branding strategies is simple; from the latest Louisville Slugger to athlete profiles to a full homepage relaunch, Wilson continues to connect with the people behind their products. Wilson makes the shopping experience more than buying what you need — it is a place to explore what you love.



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