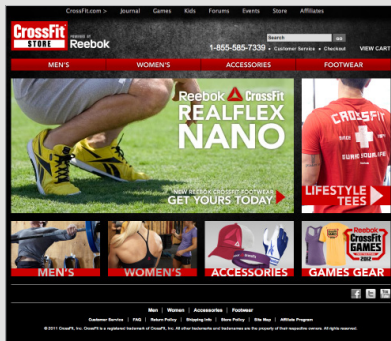


Magento® Enterprise Customer Success Story

Reebok CrossFit



Reebok CrossFit upgrades their online store with Magento

CrossFit is a fitness training regimen and philosophy embraced by growing numbers of athletes worldwide. The Reebok CrossFit online store offers CrossFit fitness training apparel and accessories.

shopcrossfitreebok.com

Magento Solution Partner:
Alpine Consulting, Inc.

alpineinc.com

“As soon as new shoes were available online the site had 5 times as many orders as normal and the site handled it beautifully.”

Challenge

Redesign the CrossFit online store to incorporate the partnership with Reebok

Not long after the 2010 CrossFit Games CrossFit forged a partnership with Reebok, a division of the adidas Group, and it was time to take a look at the CrossFit online store. They wanted a site that could:

- Handle CrossFit’s growing popularity
- Capitalize on the excitement and sense of community around CrossFit
- Take advantage of the power of the Reebok marketing brand
- Meet new customer recruitment and revenue goals

Solution

A powerful, flexible open-source platform

Adidas chose Alpine Consulting, eCommerce consulting experts and Magento gold solution partner, to advise Reebok CrossFit. Alpine recommended Magento Enterprise as the best platform for the new site because of its flexibility, scalability, and speed of implementation. CrossFit was pleased with Magento’s ability to accommodate third-party extensions to tailor the site to their specific needs as well as the more extensive administrative, reporting and regular content updates required by Reebok.

Results

A new site matches the growing popularity of the CrossFit phenomenon

The new site has the excitement and appeal of the new “sport of fitness” and capitalizes on the success of the CrossFit Games and the Reebok name. It was built, tested, and launched in just five months, and immediately began to generate increased traffic and sales.

The redesigned site offers:

- Integration with many third-party extensions including promotion coupon codes and managing international shipping
- Performance and scalability to handle extreme spikes in traffic
 - A product announcement resulted in a 10-fold increase in sales which the Magento site handled without difficulty
- Easy-to-use admin capabilities for product, order and content management
- Support for international sales and shipping
- Persistent shopping cart to help decrease cart abandonment and increase conversions (Max 1900 Characters)