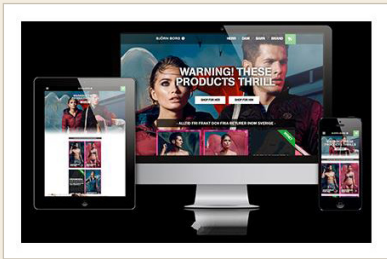


Björn Borg



Björn Borg Serves a Great Responsive Site

Global brand Björn Borg manufactures and sells underwear, loungewear, socks, swimwear, sportswear, footwear, bags and fragrances.

bjornborg.com/se

Magento Solution Partner:

VAIMO

vaimo.com

“Magento was selected on the strength of recommendations from other eCommerce companies. I am very satisfied with the implementation and its performance to date.”

Mikaela Jansson
eCommerce Manager

Challenge

Improve Functionality and Get Responsive

Björn Borg’s previous site was not user friendly and the check-out process required navigation through a number of screens—a problem that contributed to cart abandonment. Björn Borg needed to make the site easier for both their customers and their staff to use while maintaining a low total cost of ownership. Their big ask was a responsive design that would:

- Add more merchandising functionality and improve site-navigation
- Simplify the checkout process
- Improve management capabilities for in-house teams
- Seamlessly manage 25,000+ products

Solution

Redesigning with Responsiveness in Mind

With a young and fashionable clientele, Björn Borg was keen to use its site to deliver a consistent and optimized customer experience, regardless of device and screen size, while staying true to its brand values of passion and innovation. Magento Gold Solution Partner Vaimo recommended a responsive redesign on Magento Enterprise Edition to deliver the customer experience that Björn Borg was looking for while saving the company a lot of time and money.

Vaimo’s solution included stylish upgrades to their product display, product filtering functionality in the navigation and cross-selling functionality. Vaimo also improved Björn Borg’s checkout process including localizing currency and languages.

Results

Clean, Responsive Site = More Conversion

In three-month’s time, Vaimo built a fantastic responsive site for Björn Borg with significantly improved navigation and checkout process. They also gave Björn Borg more control with the ability to manage ongoing web-developments such as content campaigns and promotions in-house. Since Björn Borg’s re-launch:

- Mobile revenue has increased 245%
- Conversion rate has increased on mobile 178%
- Transactions on tablet has increased 170%
- Mobile traffic has increased 168%, tablet traffic 87%
- Google organic traffic has increased on mobile 390% and on tablet 275%