

Rovio Entertainment Ltd.



Angry Birds Webshop Moves to Magento and Triples Conversion

Rovio is the entertainment media company and mobile game development studio that created the globally successful Angry Birds franchise. The company is rapidly expanding into new areas such as broadcast media, services, publishing, and merchandising.

shop.angrybirds.com

Magento Solution Partner:

AOE media
aoemedia.com

"Thanks to AOE media and Magento, we have the technical capabilities to efficiently handle the increasing traffic from all around the world to our Webshop."

Lauri Turtiainen
Rovio Retail Analyst & Project Manager

Challenge

Getting Traffic to Convert

Rovio created an eCommerce store to sell merchandise and accessories related to the Angry Birds mobile app. Their original platform lacked the flexibility that Rovio wanted. And while the site was well trafficked, conversion rates were disappointingly low.

Rovio wanted to find a new platform that would...

- Dramatically improve conversion rates
- Run on multiple servers to facilitate smooth and stable handling of extreme traffic peaks
- Manage product prices in different currencies
- Make custom, business-specific features easy to implement
- Support stores in different locales, languages and currencies

Solution

Fix the Problems, Secure the Future

Rovio chose development firm AOE media to recreate its eCommerce store on Magento Enterprise Edition. Magento's features, flexibility, and open source architecture let AOE address the prior site's problems, while establishing a framework for future expansion and improvements

Magento-enabled enhancements included....

- Deployment on an automated scaling infrastructure in the Amazon Cloud to accommodate extreme traffic spikes and maximize stability/reliability
- Intuitive interface that allows customers to easily use the site and complete their orders
- Integration with fulfillment provider Shipwire to allow efficient management of stock from multiple warehouses worldwide
- Integration with Briantree payments system
- Automatic handling of licensing requests via DRM server

Results

Sales Up, , Growth Assured

Moving to the Magento Enterprise platform caused sales to soar. And now Rovio has the freedom to continually adapt to new online market conditions.

- Conversion rates have tripled and continue to rise
- Site handles peaks of 5,000 concurrent users and one million visitors/day with ease
- Availability of global inventory has increased
- Delivery times have significantly decreased