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E-Commerce Platform Migration

SERVICE
Software

YEAR
2024

Migrated a Florida home goods retailer from WooCommerce to a custom .NET storefront, resulting in a 75% reduction in load time and a 42% increase in conversions, enhancing overall user experience and sales performance.

Industry: Retail Client: Confidential Service: Software

Load time 8.2s to 2.1s	**42% conversion rate increase**	**Cart abandonment 74% to 51%**	**$33K per year in savings**

The Challenge

The clients WooCommerce store loaded in 8 seconds on mobile had a 74% cart abandonment rate and cost $2800 per month in plugin licensing. Holiday traffic regularly caused downtime. Checkout required 7 steps with no saved payment methods.

Our Solution

Built a custom .NET 8 storefront with Blazor WASM frontend Stripe integration and SQL Server backend. Implemented image optimization edge caching via Azure CDN a 3-step checkout with saved cards and a warehouse inventory sync via API.

The Results

Mobile load time dropped from 8.2s to 2.1s. Conversion rate increased 42% in the first 60 days. Cart abandonment fell from 74% to 51%. Plugin licensing eliminated saving $33600 per year. Zero downtime on the following Black Friday their highest revenue day ever.

Tech Stack

ASP.NET Core 8 · Blazor WASM · SQL Server · Stripe · Azure CDN · Redis Cache

Ready to start a similar project?

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