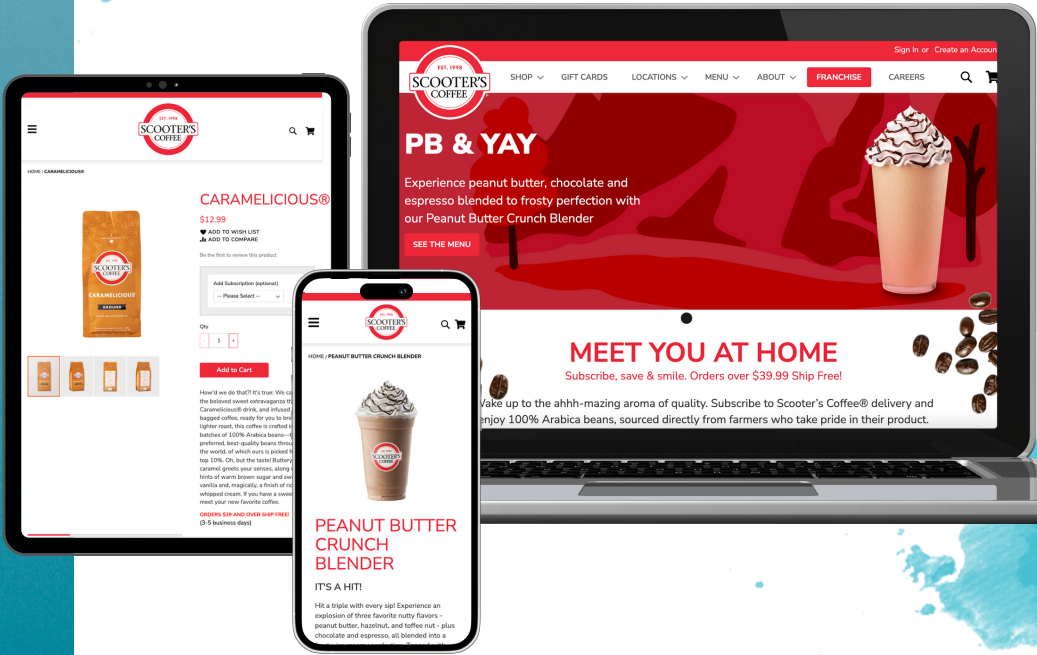


ShineForth Case Study



Founded in Bellevue, Nebraska, Scooter's Coffee is a renowned coffee franchise known for its high-quality products and exceptional customer service. With a strong online presence, their Magento website serves as a vital channel for customer engagement and e-commerce transactions.

ShineForth has been entrusted with regular maintenance, campaign updates, and improvements on Scooter's Magento website, ScootersCoffee.com. Leveraging the latest version of Magento and utilizing its vast ecosystem of extensions, we have focused on enhancing security, speed, and reliability. Additionally, Cloudflare has played a crucial role in delivering fast and secure experiences to Scooter's Coffee customers.



RESULTS

CHALLENGES



Campaign Deployment

Scooter's Coffee was in need of a reliable partner to swiftly update and deploy campaigns, ensuring timely promotions and a seamless customer experience.



Security and Spam Reduction

Protecting the website from potential security threats and reducing spam was a top priority for Scooter's Coffee.



Speed Optimization

With speed being a critical factor in e-commerce success, the website needed to deliver a fast and responsive experience to customers.

IMPROVED SECURITY AND RELIABILITY

Consistent maintenance improvements and continuous Magento enhancements contribute to the establishment of a highly secure and reliable website, forming a robust foundation for Scooter's Coffee's e-commerce operations.

ENHANCED CUSTOMER EXPERIENCE

Scooter's Coffee achieved improved customer engagement and reduced spam by strategically implementing marketing objectives and campaigns like back-in-stock notifications and Google reCAPTCHA. This led to an enhanced shopping experience, fostering brand loyalty and driving higher conversion rates.

SEAMLESS CAMPAIGN DEPLOYMENT

The efficient campaign updates and deployments ensured that Scooter's Coffee could launch promotions promptly, driving customer engagement and boosting conversions.

STRONG PERFORMANCE METRICS

In just the past month, Scooter's Coffee's website effectively managed over **265 million requests** from more than **3.5 million visits**, showcasing its capacity to handle high traffic volumes and maintain optimal performance, thanks to speed optimization efforts.

Here is the reason why **WHY CHOOSE US**



Through our successful partnership with Scooter's Coffee, we have demonstrated our commitment to maintaining and improving their Magento website. By upgrading to the latest version of Magento, implementing key features, and leveraging Cloudflare's performance optimization capabilities, we have successfully enhanced security, speed, and reliability for Scooter's Coffee's online customers.

Our continuous maintenance and campaign support have resulted in improved customer experiences and strong performance metrics, ensuring Scooter's Coffee remains at the forefront of the coffee retail industry.

Click here to get started today.

shineforth.co
(855) SHN-FRTH

