

# 199% boost in revenue by Re-engineering Magento platform



Ford Distributing decided to revamp their online store from Magento 1 to Magento 2 to operate on a B2B2C model and accommodate the latest E-commerce features to their site.

## Introduction

Founded in 1976, Ford Distributing is one of the renowned suppliers of agricultural and industrial equipment across the US. They worked with chosen manufacturers to create products that impacted the end user experience. This helped them to grow their business in leaps and bounds.

Ford Distributing's online presence is primarily focused for dealers who would like to order in bulk and then resell it on the local market.

Ford Distributing wanted to scale up their online revenue and reach new heights. They reached Ameex to help bring their platform to the latest trends with multiple new features. Considering the end of life for Magento 1 soon, our consultants suggested re-engineering the platform for Ford alongside a Magento upgrade.

## Challenges they wanted to address with the upgrade

- Ford realized the power of going mobile and m-commerce. Hence they wanted a fully responsive website optimized to Google's SEO algorithms that will help their customers engage with them on the go.
- Operating in multiple locations, they wanted a multi-store setup within the same architecture that will help them scale up in the future and reduce the time to market.
- In addition to this, Ford wanted improved conversion by improving their existing on page designs, customized forms, and involving the latest E-commerce advancements such as single sign-on, customer portal, etc.

## Going in for a detailed Business Discovery

Ameex has been into e-commerce development and support for 13+ years and our approach is to understand the business flow and find how they adopt technology to enable the same. This helps us take a more consultative approach and fill in the technology later on top of the business solution we arrive at.

Ameex understood that Ford wanted a makeover of their website that will help them sustain and scale up over a long period. Being on Magento 1, it was easy for them to understand the might benefits they can reap by upgrading to Magento 2. Magento 2 also helps them set up a B2B2C storefront by default helping them reduce their operating cost and increasing efficiency.

We went in for a detailed discovery phase with multiple teams from Ford Distributing – Marketing, IT and the Management team to understand how each of them is facilitated with the e-commerce platform. This helped us gather a holistic view about the role of the platform in their business journey.

## Ford Distributing rising to the next level

The core architecture of Ford Distributing was re-engineered from scratch alongside the Magento 2 upgrade. We implemented a fully responsive theme that will help them address their mobile commerce goals.

New features were added to the core system in addition to the upgrade such as – Variable pricing model (to disseminate pricing between vendors and retail customers), One page checkout, Quick ordering, Sphinx Search, Abandoned cart notification, Request to quote (where distributors can add items to cart and request for a quote rather than placing an order in a click)

A new payment and shipping method was added to improve the customer shopping experience. We also helped them improve their SEO factors to increase their organic visibility and traffic inflow. Google Analytics was integrated with the new website.

The site was moved to our 24\*7 Maintenance and Support care post-launch to monitor all time and follow up with reports on website performance.

“I want to thank you for the diligent work and long hours that you put in to get the new version of our Magento web site launched. Our company is pleased with the new image and the functionality of the site. I am also extremely pleased that we are now mobile friendly. Your team is very competent with Magento and enjoyable to work with. They have been responsive to our needs and we are looking forward to a long working relationship ”

**Chris Ford, Director, Ford Distributing**

## The results were eye-catching

Ford Distributing 2.0 was a huge hit post its launch and cooling period. The new site had an overwhelming response from their existing audience causing a spike in repeat user sessions and conversion rate.

Once the new SEO optimized pages were indexed, we slowly started to witness the ranking increase and the amount of organic traffic to spike up.

1. The revenue of Ford Distributing went up 6x in the next two quarters
2. Conversion rates were maximized by 33%
3. The new user interface made users stick and navigate more reducing the bounce rate by half
4. The new website had better performance and was aiding to the efficiency of the overall workflow process

## Other outcomes delivered

**83%**

Increases average  
order value

**75%**

Increases  
conversion rate

**199%**

Increases revenue

Speak to our Consultants today! Contact - [sales@ameexusa.com](mailto:sales@ameexusa.com)



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