

Shopify is DODOcase's secret weapon



DODOcase – a San Francisco startup looking to preserve historic bookbinding techniques – needed an ecommerce solution to begin selling their soon-to-be-famous iPad case. The fact that Shopify's platform had everything they were looking for was enhanced by the opportunity to enter Shopify's first ever Build A Business competition, where they could win \$100,000. Little did they know that not only would they win the competition, but they would bring in \$3 million in sales during their first year on Shopify.

CHOOSING SHOPIFY

"We needed a turnkey ecommerce platform, that was for sure, but I think the opportunity to participate in the Build A Business Competition is what sealed the deal for Shopify. I'd give Shopify credit for playing a significant role in our success. From the get go, we never had to worry about order management, and we were confident that we had a professional grade system to handle the ecommerce transactions that were coming through."

WINNING BUILD A BUSINESS

"That first year, the only thing we had going for us was our Shopify store. We didn't have a marketing budget, and we just had a simple business concept: make a great product and create a memorable brand that had a compelling story. For me, it really underscored the power of ecommerce and the Internet."

ABILITY TO SCALE

"One thing I've always appreciated about Shopify is its ability to scale on peak traffic days. We've had some pretty large days in terms of transactions when a new iPad comes out. I've never worried that Shopify wouldn't be able to handle the transactions."

"Our online store looks so good and works so well that our cases are flying off the shelf. Without Shopify, there's no way we'd be where we are today."

CRAIG DALTON CO-FOUNDER AND CEO OF DODOCASE

FOCUS ON YOUR BRAND

"It provided us a lot of peace of mind, having Shopify manage our store. We just didn't have to think about it. We wanted to focus on designing, marketing and manufacturing, not order management. Shopify allowed us to do that."



Learn more at shopify.com/plus