Homage increases conversion rates by 20% with Shopify Plus

24%↑
pages per visit

39%↑
avg. visit duration

When Jonathan Poma came to Homage in early 2013, he was tasked with improving the graphic tee company's ecommerce solution. Their existing shop was a "crazy amalgamation of pieces" that had been built by more than 20 developers over the past six years. The code was inefficient and the site couldn't handle traffic well. After evaluating options based on the amount of time and money that would be spent on the project, as well as the amount of management and maintenance necessary moving forward, Shopify was the winner.

SWITCHING TO SHOPIFY

"The build was easy with Plus. From a technical, architectural standpoint, Shopify is so unimaginably scaleable and so fast, and has made it possible to see traffic in places we didn't even know we were missing opportunities before."

> ## "Size should not be a detractor of using Shopify as a large brand."

JONATHAN POMA DIRECTOR OF DIGITAL AT HOMAGE

MORE TIME FOR INNOVATION

"Shopify Plus has been so much more reliable than our previous solution. Instead of operational expenditures to keep the shop afloat, we can spend our time, energy and dollars on cap ex; making the site better and improving every lead generation channel we have."

BIG BRAND ON SHOPIFY PLUS

"Shopify certainly works for us as a $4 million online brand last year. Year-over-year, our projections put us as a $7 to $8 million brand this year. Size should not be a detractor of using Shopify as a large brand."

INTEGRATIONS

"We've used a combination of some of the high quality apps in the Shopify App Store, and the robust set of APIs that are available. We can certainly build anything we need to exchange data with other systems."

HUGE INCREASE IN TRAFFIC

"We had 1,300 concurrent visitors on the site with our first sale, compared to the 650 we used to see. We had a $96,000 day on our first day, and a $226,000 weekend. We didn't even know what we were missing out on with our previous slow, convoluted website."

Learn more at **shopify.com/plus**

shopify plus

Everything you need to run a high volume store