

Johnny Cupcakes improves productivity with Shopify



Johnny Cupcakes is a clothing brand founded in 2001 by Johnny Earle. Before switching to Shopify, Johnny Cupcakes was using a custom-built ecommerce shop that kept crashing from product release traffic. Everyone was frustrated with the shop's unreliability, so executive Justin Hiltz began looking for a new solution.



"With Shopify, we know that every week we can do what we need to do and it's not going to break."

JUSTIN HILTZ EXECUTIVE AT JOHNNY CUPCAKES

SMOOTH SAILING

"We've switched to Shopify and now have zero issues with releases. It shows that a company of our size can release things every other week with giant influxes of traffic and all of it goes smoothly. I fully trust that anybody bigger than us would have no issue hopping over to Shopify."

RELIABILITY

"The fact that we know those releases are going to go off without a hitch is just so relieving. With Shopify, we know that every week we can do what we need to do and it's not going to break."

A SHOPIFY SOLUTION

"From the instant I visited the Shopify website, it became very clear that Shopify was going to be the solution for us."

IMPROVED PRODUCTIVITY

"Shopify has just made everyone's lives around here so much easier. It's dramatically increased people's confidence in doing their jobs around here. That was my end goal, and Shopify has helped do that almost single-handedly."

Learn more at shopify.com/plus