

Strava increases traffic by 116x with Shopify Plus



Founded in 2009, Strava lets athletes around the world experience social fitness - sharing, comparing and competing with each other's personal fitness data via mobile and online apps. Over the years, they saw demand from their members for Strava gear and needed a platform that could help them develop their commerce business quickly without compromising scalability. Shopify was their answer.

RELAUNCHING ON SHOPIFY

"After evaluating multiple platforms we selected Shopify because of their fast integration timeline and the ease of scalability to meet our business needs. With the migration from our internal platform to Shopify, we were able to properly market to our members and saw an immediate increase in sales - so much so that we had to recruit from the business development and marketing teams to help ship orders until the late hours of the night. With this success, we quickly moved to a third party fulfillment center so we could focus our efforts on getting great gear to our members, not packing boxes."

"Shopify's platform scales to meet our business demands. Even during high traffic volume we can focus our efforts on serving our members and let Shopify do the rest."

JON DREYFUS SENIOR MANAGER AT STRAVA

SOCIAL SALES

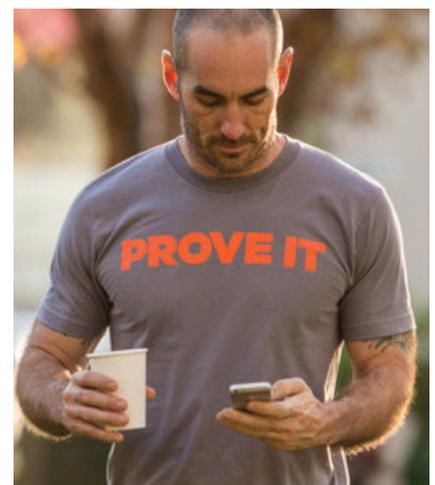
"We issue challenges, like the Gran Fondo Challenge where you have to ride 130 KM in one day. Because Strava monitors your exercise, our system knows when you've completed the challenge. We send an automated email telling you that you've won the right to purchase a limited edition jersey commemorating the event. For one challenge, we offered a shirt made by Rapha, the Patagonia of cycling gear. People went absolutely nuts. We saw a 9% conversion rate. For us, this was a huge milestone."

GROWTH

"In January, we did better than all of Q4 last year. It's been a very interesting journey, and now we're trying to figure out how to scale what we saw in January and make it something that can continue to recur."

SCALABILITY

"With Shopify, we never have to limit our campaigns because of worries about high server load. We can engage with our global community of athletes knowing that Shopify can comfortably handle the increase in transactions and traffic."



Learn more at shopify.com/plus