

The vital statistics: migrating or replatforming your ecommerce site

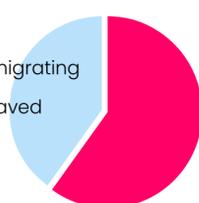
There can be an incredible amount of value in migrating or replatforming your ecommerce site to better suit your brand. From increases in users, orders, revenue and organic traffic to increasing site speeds and catering to mobile users – there's a lot to be gained here.

Still waiting to be convinced? This set of stats and success stories should do the trick.

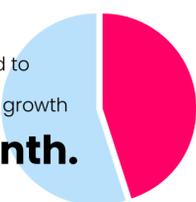
SweetLegs had its best Black Friday ever and earned **\$2 million in sales** in the first month after migrating to Shopify Plus 21 days before Black Friday 2017.



A 2019 study showed sites migrating to Magento Commerce 2 saved **62% in costs.**



Women's fashion brand Yumi migrated to BigCommerce and increased revenue growth **43% month on month.**



Replatforming to Shopify Plus helped MMA Warehouse boost mobile conversions by 60% saving about **\$400,000** per year.

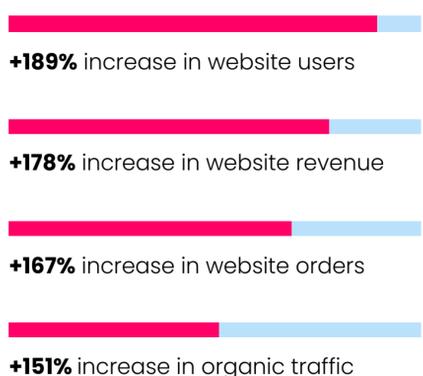


Fit for Life saved **\$250,000** per year by migrating multiple platforms to Shopify Plus.



Xigen success stories

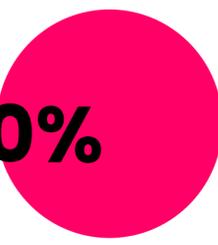
Xigen replatformed the Jackson's Art Supplies website to a customised Magento platform along with a number of other development changes. The site has since experienced a:



Xigen migrated Models Own's existing PHP Application to a Linux hosting environment which did the following:

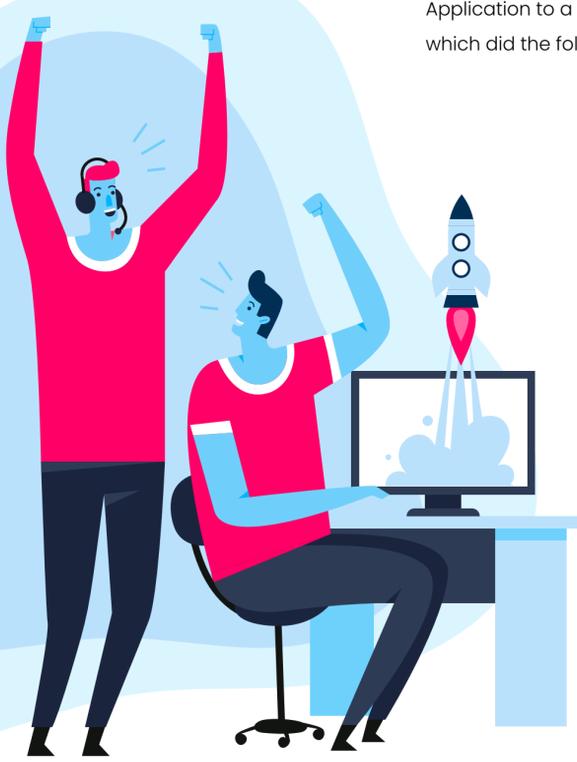
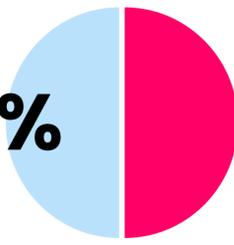
Increased website performance by

300%



Reduced web hosting costs by

50%



Why is it so important to optimise your site?



73% of consumers say customer experience (CX) is very important in their purchasing decision



More than a third (36%) of people feel honest terms and conditions are the most important



66% of consumers feel valuing their time is the most important thing a company can do to provide good CX



Companies with outstanding customer experiences (CX) have a 16% price premium on products and services and increased customer loyalty



Xigen data shows a massive 60% of people would be unlikely to return to a website with a bad UX



A Shopify study shows more than 61% of consumers chose not to purchase items online because trust logos were missing



The same Xigen study shows an easy user experience is the most important feature a website can provide