

FenixCommerce/AWS Case Study: GRAYL



Executive Summary

Seattle-based GRAYL® makes innovative water purifiers for international travelers and outdoor explorers so their adventures can be safe, self-reliant and awe inspiring. Always looking to improve its online selling experience, GRAYL partnered with FenixCommerce to roll out our Intelligent Delivery Platform in the Spring of 2020, and soon saw an 11% conversion increase, along with a 6% AOV increase and a 68% increase in shipping revenue for non-free-shipping orders.

The Opportunity

GRAYL's focus on innovation extends beyond its water purification technology; the company is constantly on the lookout for technologies that can help it ethically grow its business by getting its products into the hands of more customers. This search brought GRAYL to FenixCommerce in early 2020.

The FenixCommerce Solution

GRAYL's IT team worked with the FenixCommerce client support team to implement the IDP on their Cart and Checkout pages first, and achieved this implementation in less than a week. After some initial testing, GRAYL rolled the IDP functionality out on Product Pages as well. GRAYL is using the IDP to provide:

- The Free Shipping option delivery date on Product Pages
- The "View All Shipping Options" pop-up on Product Pages
- The fastest shipping option in the Shopping Cart
- All shipping options on the Checkout Page

AWS Services Used

The FenixCommerce solution leverages the following AWS Services: Amazon Athena, QuickSight, and AWS Glue Analytics; Amazon EC2 and LightSail Compute Services; Amazon Elastic Container Registry and Elastic Container Services (ECS); Amazon Simple Storage Service (S3) and Elastic Block Store (EBS) Storage Services; Amazon VPC, API Gateway, CloudFront, and Route 53 Networking & Content Delivery Services; AWS CodeCommit Developer Tools; AWS Organizations, CloudWatch, Auto Scaling, CloudFormation, CloudTrail, and Config Management & Governance Services; AWS Identity & Access Management, Amazon GuardDuty, AWS Certificate Manager, AWS Key Management Service, AWS WAF, AWS Shield, and AWS Security Hub Security, Identity & Compliance Services.

About Grayl

The GRAYL logo, featuring the word 'GRAYL' in a bold, white, sans-serif font with a registered trademark symbol (®) to the upper right.

Clean, safe water is a fundamental element of life and key ingredient of any adventure. GRAYL empowers travelers and adventurers with products that drive self-sufficiency and safe passage, wherever they go.

Founded in Seattle in 2011 by Nancie Weston and Travis Merrigan-- based on a revolutionary water filter design they sketched on a bar napkin--GRAYL raised more than \$250,000 in their first Kickstarter campaign and has since grown to offer a broad suite of hydration products bringing in millions of dollars per year in revenue.

FenixCommerce Solution Benefits

Based on analysis of various site parameters before and after implementation, Grayl has seen the following business benefits which are attributed to the FenixCommerce solution:

- 11% increase in conversion
- 68% increase in shipping revenue per non-free-shipping orders
- 6% increase in AOV

“

The FenixCommerce team's ability to customize all aspects of the software so that the user experience is natural and adheres to our brand identity standards was clutch. The support team is best in class and exceeded all expectations; they delivered on time and made themselves available outside of "normal" business hours during integration and for trouble shooting the beta launch. In short, they provided the kind of technical support one typically only dreams about receiving.

The integration has been live for 90 days and our conversion rates are at 111% and sales are up 2x. This partnership is proving to be one heck of a success story!

”

- Scott Rolfson, Global Brand Director

About FenixCommerce

FenixCommerce increases conversion an average of 10% by allowing you to optimize and display order cut-off times, delivery date estimates, and—where applicable—at-store pick-up options based on real-time product, inventory, customer, and carrier information. FenixCommerce solutions integrate easily with all eCommerce platforms, and AWS is our preferred infrastructure partner.

