

CASE STUDY PURPLE

**How a fast-growing vertical
mattress company found
comfort by embracing
composable commerce**



Like a lot of startups, Purple Innovation Inc., which calls itself a comfort technology company, initially launched on a monolithic eCommerce platform that provided the basic tools necessary to enable online sales. The choice enabled the team to focus on creating product, putting operating processes in place, building the brand, and growing business.

They also chose a developer-based legacy CMS tool to power their frontend. It didn't take long before their unique product and selling proposition captured consumer interest. The quick success took the company by surprise — thankfully, instead of losing sleep over lost sales, composable commerce made Purple's dreams come true.

COMPANY SIZE
\$574 Million USD

MARKETS
United States, Canada

HEADQUARTERS
Lehi, Utah

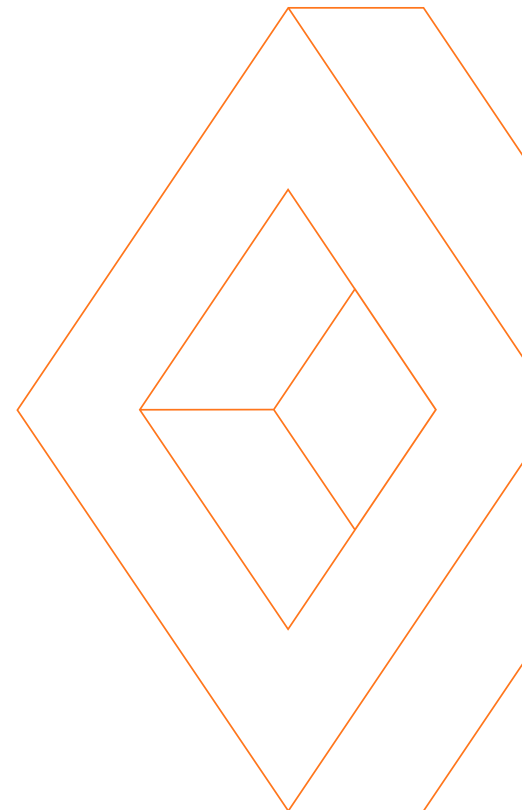
INDUSTRY
Mattress

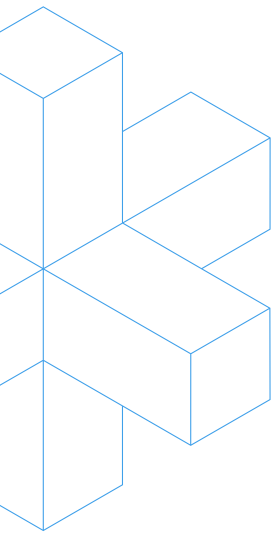
BUSINESS MODEL
D2C

WORKED WITH PARTNERS
DMI

The Challenge

Founded in 2015 by 2 brothers, the company launched their online business in 2017. Less than two years later, leadership realized their commerce platform couldn't sufficiently scale to meet their continuously evolving marketing and promotional needs. Thankfully, they identified commercetools and chose its enterprise headless, API-first solution as the best fit for their existing and future needs. Unfortunately, a year later, the systems integrator Purple chose to work with was still struggling to develop the company's complex bundling features.





The Solution

commercetools recommended Purple bring DMI, one of their premier SI partners, to rescue the project. The DMI team rose to the task, quickly formulating a plan of action to ensure the company was prepared for the upcoming holiday season. First, DMI conducted a short audit of what had already been built. After assessing the results to determine how much was salvageable, it became clear most of what the previous SI had built would be difficult to fix. Regardless, DMI got to work, collaborating closely with Purple leadership and launching a MVP in time to capture gift sales. After launching that project, the next step was putting a strategic plan in place to implement the additional initiatives necessary for the brand to fully leverage the power and scalability of commercetools.



A few years ago, many of our strategic plans were controlled by the capabilities of our commerce platform. Today, our commercetools solution gives us flexibility, agility and scalability to initiate any vision we have — and the improved site performance has been nothing short of a game changer for us.

JAMES R DRAKE

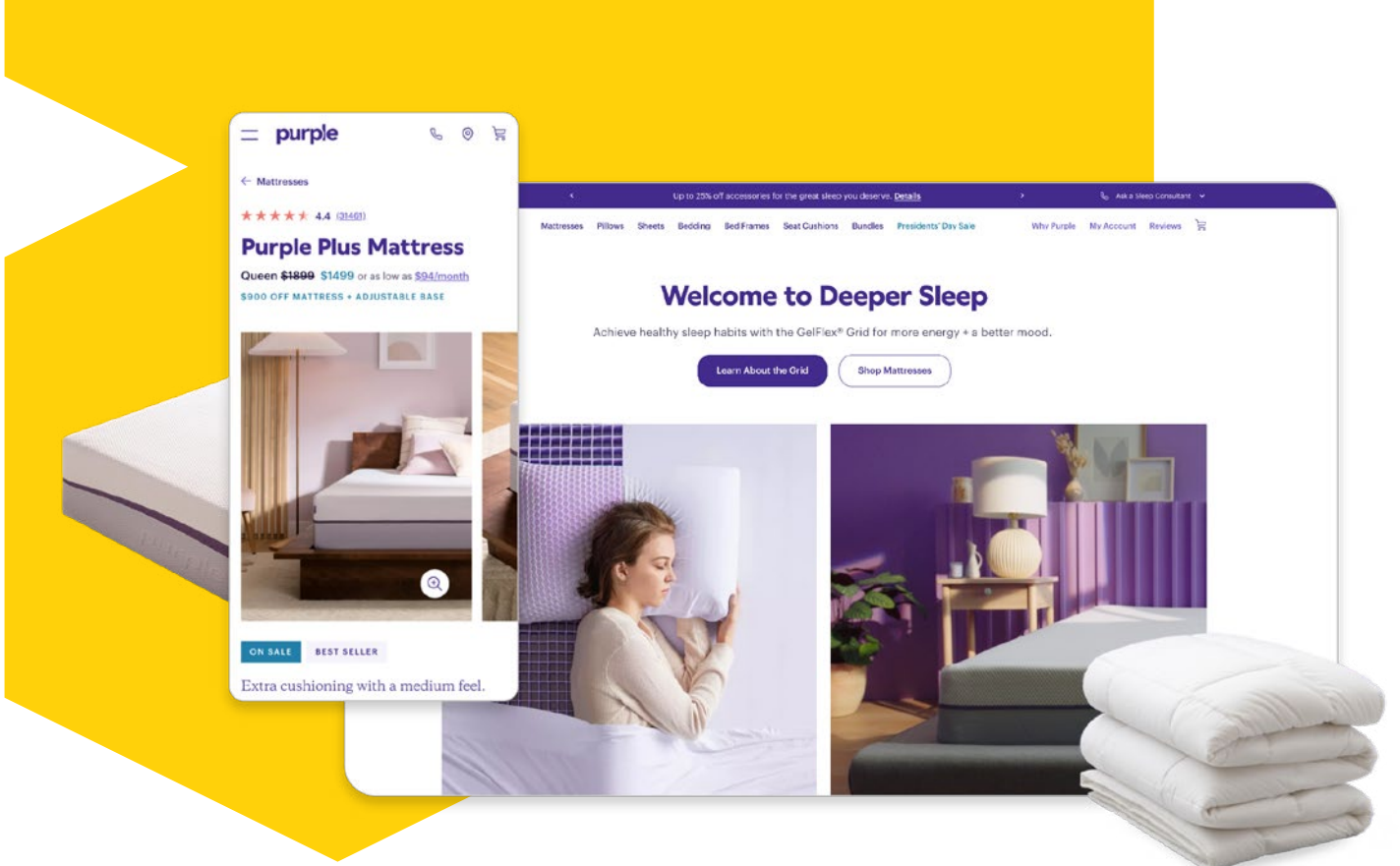
VP, ECOMMERCE AT PURPLE INNOVATION



Why it was a success

New checkout experience was built on an aggressive schedule to be ready in early October 2019. When launch day arrived, confidence levels were so high that 100% of the traffic was moved within a week – fully transitioning the company away from its legacy eCommerce platform. This allowed Purple DMI to sunset their old CMS and all reliance on its legacy system. Today, Purple has the scalability and flexibility needed to enable the growth.

Purple is continuing maximize its investment by developing features for product display pages and further configuring its in-house promo engine.



commercetools features for Purple



Unified Cart

Gives Purple granular control over ordering and bundling, to pricing, discounts, currencies and shipping— and can manage everything from one place across multiple channels and touchpoints.



Catalog Management

Integrated with PIM (Product Information Management), it allows Purple to define and organize all product data and imagery to deliver a better overall user experience.



Order Management

Enables and tracks every step of an order from the moment a purchase is completed to the time the customer receives it to ensure a frictionless customer experience.



About commercetools



commercetools

Munich-based **commercetools** is a technology disruptor delivering an industry-leading eCommerce SaaS solution. Today, some of the world's most iconic brands trust commercetools to enable their digital customer experiences. As the visionaries leading the modern MACH (Microservices-based, API-first, Cloud-native and Headless) architecture movement, commercetools gives companies the agility to innovate and iterate on the fly, merge on and off-line channels, drive revenue and future-proof their business.