



CUSTOMER STORY CHRISTIE COOKIE CO.

# How commercetools delivered sweet success for Christie Cookies in only six months



**Christie Cookie Co.** is a gourmet cookie brand and a member of the Rich Products Corp. family. Packaged in signature tin containers that distinguish the brand from its competitors, the products can be purchased on the company website and at specialty grocery stores and restaurants across the United States. The company also operates two bakeries that are open to the public in their hometown of Nashville, TN.

The company is well-known as the provider of the well-known chocolate chip cookies offered as part of the DoubleTree Hotel experience. Christie Cookie describes themselves as “...making the most crave-able, gourmet cookies in America.”\*

Markets	Headquarters	Industry	Business Model	Worked with Partners
1	Nashville, TN, US	Food & Grocery	B2B/B2C/D2C	<a href="#">AriesSolutions</a>

**6**  
Months from kick-off to go live

**Zero**  
Rollbacks during migration

**47%**  
Increase in average order value YoY

## The Challenge

Christie Cookie Co. is well-established as a premium cookie manufacturer and brand. However, the outdated legacy platform it was running on delivered a distinctively un-premium experience. The rigid design restricted the ability to control content, add features or promote their unique differentiators. In addition, their site performance was painstakingly slow and the platform was not mobile-friendly. All of these issues hindered the ability of Christie Cookie Co. to meet the expectations of today’s customers and grow business.

Six months before the kick-off of the holiday season — the busiest time of the year — the company decided it was time to modernize its commerce experience.



## The Solution

Christie Cookie Co. chose to migrate to commercetools Frontend and commercetools Composable Commerce. Our complete solution provided the company with everything required to not only launch a modern, scalable commerce experience quickly but also integrate customized features easily and without risk.

The headless commerce architecture and React-based interface of commercetools have empowered internal teams, enabling them to build tools and change content in an agile and rapid way.

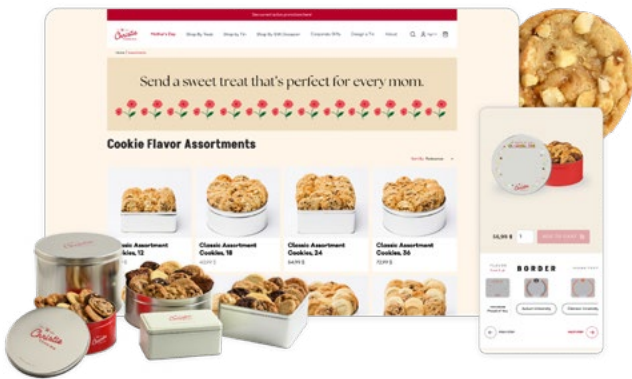
commercetools Frontend gave the Christie Cookie team the necessary content management capabilities along with the ability to deliver a seamless, engaging experience across any device. With a boost from the [Aries accelerator](#), the company got the new site up and running in only six months.



We're finally delivering the premium shopping experience our premium products deserve. In just six months we took control of our site operations, modernized our digital experience and improved its overall performance. Now, our customers can engage with us however they want and customize orders to their specifications — and it's making a big impact on our bottom line.

— MEGAN CASEY  
D2C MARKETING MANAGER, RICHS PRODUCT CORPORATION

## Why it was a success



Christie Cookie Co. now has modern technology in place that meets the needs of the business, delights customers and can support the company's long-term commerce vision. They are no longer held back by their commerce platform. With commercetools Composable Commerce and Frontend they gained the flexibility, scalability and performance to deliver a premium omnichannel experience.

The new system has enabled them to offer a Multi-Ship checkout experience, which allows its customers to add up to 500 addresses to a single order with different ship speeds, different ship dates, and different gift messages, and effortlessly calculate the total payment due. It is also powering the Custom Tin Builder, which gives customers the ability to upload images and add text to blank tins and then fill them with the cookies of their choice. This personalization capability provides a unique differentiator for Christie Cookie that is engaging customers and driving sales.

The component-based nature of composable made it easy for the team to modernize the payment gateway with Stripe — and they now know they can continue to add payment methods that meet their customer's needs at any time. The old platform also had a limitation on discounts for corporate customers. commercetools promotional capabilities removed these limitations, opening up new ways to promote cookies to individual and corporate customers.

## commercetools features for Christie Cookie Co.



### Unified cart

Enables Christie Cookie to easily create promotions and customize discounts.



### Multi-ship

Empowers Christie Cookie customers to customize shipping instructions for up to 500 orders while ensuring correct pricing across the entire purchase.



### Custom Products

Leveraging the flexibility of commercetools' product schema and cart, enables Christie Cookie customers to personalize tins for gifts, including size, color, contents, packaging design and custom images or text.

## About commercetools



commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth.

Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands — including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group — to stay ahead of changing consumer and buyer behavior. To learn more, visit [commercetools.com](https://www.commercetools.com).