CASE STUDY MOONPIG

How Moonpig transitioned their entire digital ecosystem to a microservices-based architecture

moonpig

Moonpig is a business based in London and Guernsey which sells personalized greeting cards, flowers and gifts. The company has a huge selection of online greeting cards, personalized cards and photo upload cards designed to make friends, family and loved ones feel amazing. Whether it's a Birthday Card or a Thank You Card, there are thousands of designs to choose from so customers can easily find the perfect one.

COMPANY SIZE
237 Million USD

MARKETS
5

HEADQUARTERS
London, UK

INDUSTRY
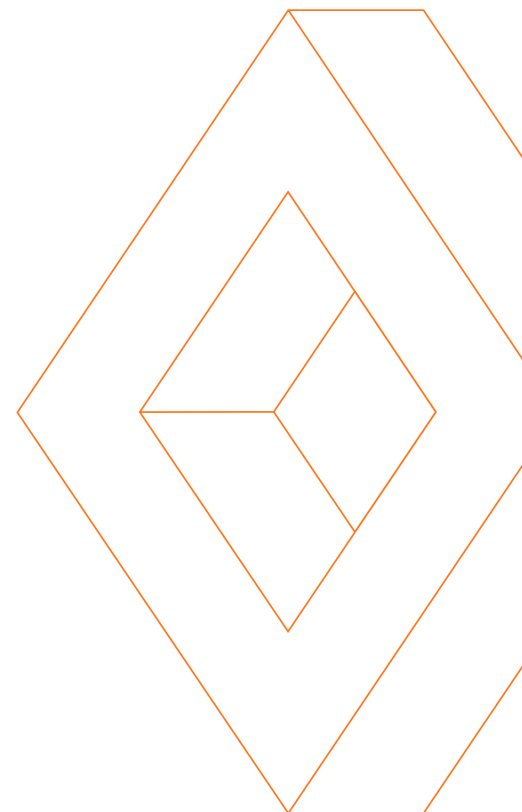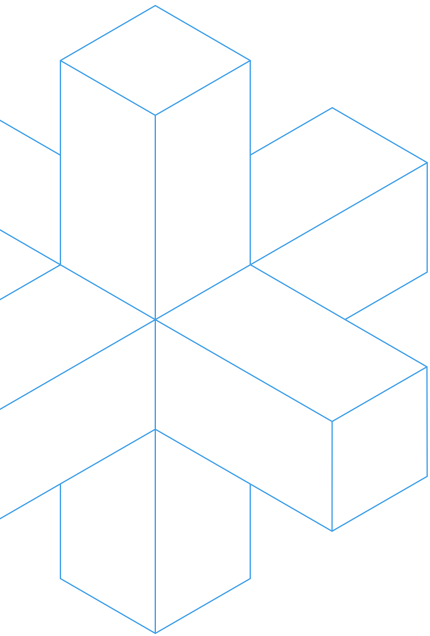Retail

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Valtech, Dept, Zendesk, Adyen, Google Cloud

The Challenge

Moonpig's main pain point was the fact that after 18 years of adding features, they were left with a lot of technical debt on a monolithic database.

commercetools

The Solution

Following a long-term tech strategy, Moonpig put almost all their effort behind replatforming the whole company by moving to a microservice-based architecture. Besides the commercetools commerce platform, they chose Contentful for their CMS as it is also both API-first and headless. Moving to Platform as a Service (PaaS) wherever possible, they set up single projects for all countries.
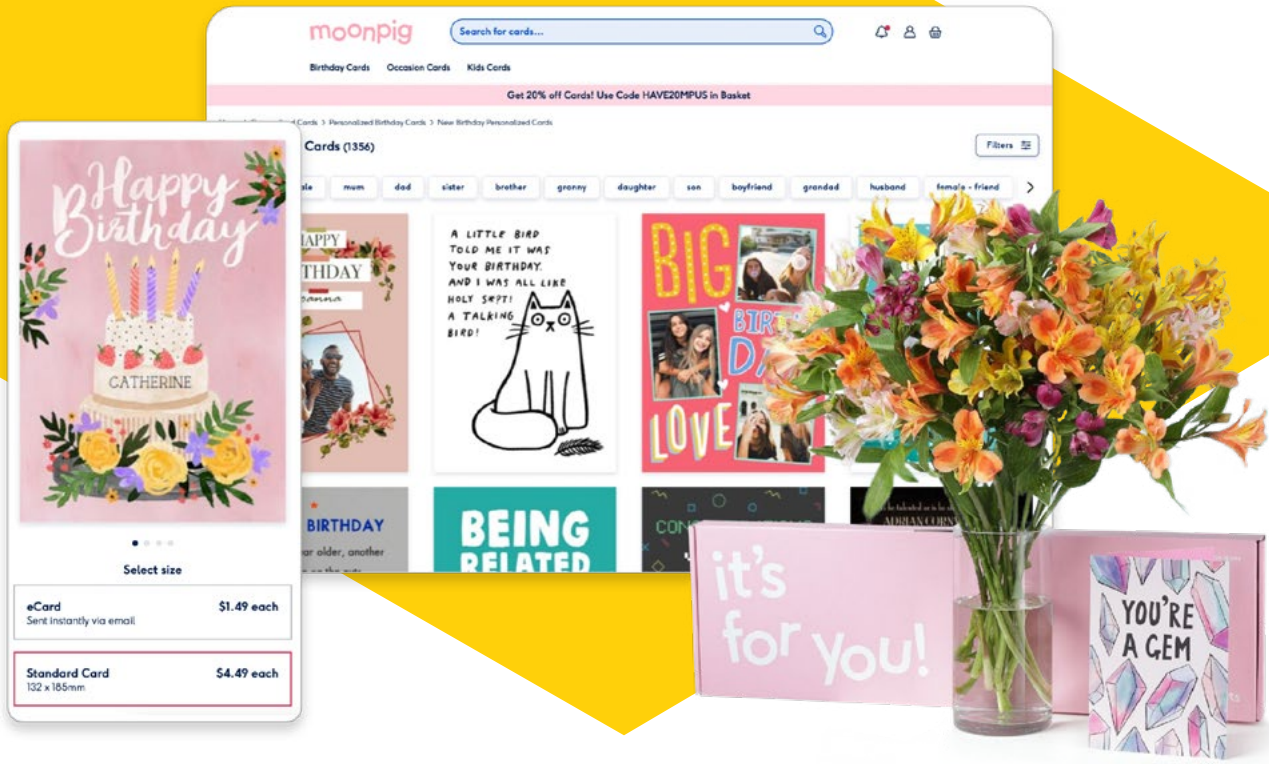
> "Our customers are at the core of what we're doing, so we like to focus on building a unique shopping experience. As a scalable cloud solution, commercetools takes care of all the background commerce processes without us having to worry about updates and maintenance."

RONAN TIGHE
CHIEF PRODUCT OFFICER, MOONPIG

Why it was a success

Moonpig's new digital commerce platform is fully live in the UK (their biggest market), and their US and Australia websites not far behind in their respective launches. Everything is working as expected and scaling to meet the demands of their regionally phased roll-out.

commercetools

commercetools features for Moonpig

Order Management
Up to 300 orders a minute during peak periods like Mother's Day with no down time.
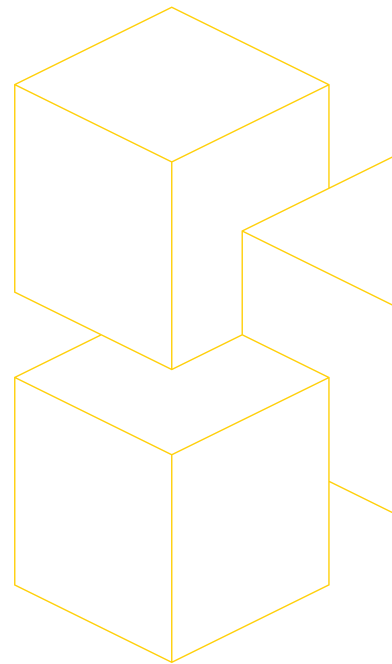
100% Headless
Integration with Contentful headless CMS provides a modern digital commerce experience.

Custom Products
Highly customizable product templates allow limitless variants.

About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.