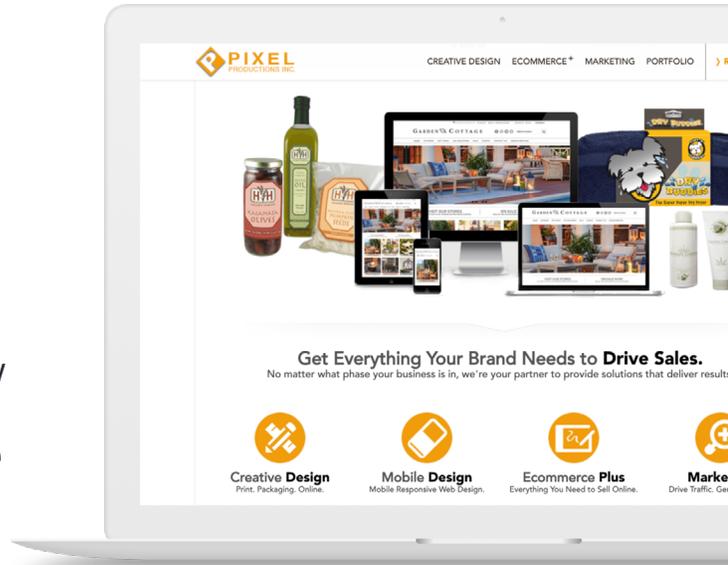# BIGCOMMERCE

Pixel Productions Inc. Now Puts 80% of Clients on the BigCommerce Platform

6-12
week launch time

80%
of clients on BigCommerce

57%
order increase for replatformed clients

If there's one piece of advice that agencies receive time and time again — it's that the lifetime value of a customer is very important.

That's what Chris London and Paul Quinn quickly learned after launching their full-service agency, Pixel Productions Inc., back in 2005. With roots in brand development, they got their start laying stakes in the giftware industry, helping large licensee companies such as VeggieTales develop, brand, package, and sell their products to big-box stores such as Target and Walmart.

As Pixel Productions Inc. grew, the team realized that they needed to wear more hats in order to create more solutions for their clients. Rather than sending their customers somewhere else, they wanted to retain business, so they started offering web development.

"Either you provide a solution, or you send your customer somewhere else. When you do that, they usually don't come back."
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Now, web development is almost 75% of Pixel Productions Inc.'s business. While they still do complete brand builds and print production, the bulk of their work is focused towards B2B and B2C website and ecommerce development. They also supplement that work with online marketing, AdWords and SEO.

Pixel Productions Inc. prefers BigCommerce for all clients

Small businesses face two ecommerce offerings at Pixel Productions Inc., but 80% of clients are put onto the BigCommerce platform.

"From a product standpoint, we used to find that BigCommerce and Shopify were neck-and-neck, but the merchant success we've seen and the support we receive from BigCommerce definitely drive us to select BigCommerce for more merchants," remarks Chris.

For mid-market business, Chris says BigCommerce is a no-brainer. "We're moving merchants off of Magento all the time, and we're soon going to stop supporting it as an ecommerce solution. There's too much maintenance, and it requires too much custom development," he told us. "In terms of support for development partners, it was cumbersome and costly to achieve partner status in the first place with training coming at a premium."

Even if the merchant has their own development team, it's hard to justify the cost and needed support. "If you don't maintain your Magento site, it's likely going to be hacked, compromised, and costly," Chris says.

For most Pixel Productions Inc. ecommerce clients, BigCommerce "just makes sense," says Chris.

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"The cost of set-up and development fees, the enhanced security, and the level of support really help us sway customers to BigCommerce. As a hosted solution, clients find it easy to manage and maintain. They don't have to worry about system failures like they do on Magento or WooCommerce." Chris London, Art Director, Pixel Productions Inc.

Pixel Productions Inc. re-platformed Riffraff Diesel from Magento to BigCommerce due to maintenance costs and vulnerability. "With BigCommerce's focus on site security, we can now focus on design updates and marketing efforts to drive sales," Chris says.

As told by Chris London of Pixel Productions Inc.:

Clay Note knew he had an audience with Ford Diesel enthusiasts. This knowledge drove him to turn his off-time passion into a thriving revenue generator.

But, creating a thriving online store didn't happen overnight and the experience was a little bumpy.

Looking back ten years, he certainly would have done many things differently and one of those things would have been starting with BigCommerce.

Starting with Miva Merchant, moving to Magento and ultimately to BigCommerce was a fairly indirect path to developing a solid and streamlined store.

Both Miva Merchant and Magento were wrought with hosting issues, security vulnerabilities and costly, yet frequently broken functionality via modules.

Fortunately, Riffraff was able to grow into a viable and profitable online business despite the hurdles.

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In 2012, Clay contacted Pixel Productions Inc. to review his site in order to see how we could help grow his business.

One of the first things we did was to migrate his store to the BigCommerce platform. That first year going live on BigCommerce equaled a 52% increase in visitors and a 53.43% increase in revenue."

BigCommerce allows for fast launch and adaptability

In late 2009, a different Pixel Productions Inc. client approached the agency wanting to sell their products online. And, they wanted this done in two weeks.

With this expeditious timeline, Chris and Paul reached out to several agencies to see if they could deliver a white-labeled solution. After some thought, they decided to do it themselves — which became one of the best decisions Pixel Productions Inc. ever made.

"If someone needs something, we're going to deliver," says Paul, the owner of Pixel Productions Inc. "Back in the day, that was the goal of Pixel Productions Inc., and it remains the same today. That's how you grow as a company."

The speed of BigCommerce launches remains true in 2019. In the retail space, where products and demand can change instantaneously, adaptability is key.

BigCommerce delivers that adaptability for Pixel Productions Inc. Their average launch time for BigCommerce products is between six and 12 weeks. For Magento, it's six to eight months, minimum.

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Pixel Productions Inc. grows significantly with the BigCommerce Partner Program

REFERRALS LEAD TO RECURRENT BUSINESS

After signing up for the BigCommerce Partner Program in 2010, Pixel Productions Inc. got its start as an ecommerce agency. The phone was ringing off the hook with referral business, and the team earned the trust of some truly long-term contracts. For some clients, Pixel Productions Inc. is on their second or third website rebuild. "Every two or three years they want a new website design," says Paul. "You can't stay static in ecommerce."

Now, 9 years later, Chris and Paul still believe that BigCommerce is the best solution for their customers. "It simply works well. It works with all sales channels, it grows with our clients' businesses, and the support from the BigCommerce team helps us with everything," Chris says.

BUILT-IN SUPPORT AND RESOURCES MAKE GROWTH AND REVENUE THAT MUCH EASIER

The reference documents and support built into the Partner Program make business simple, according to Paul. "The supplemental materials are great because we always can go back and reference them. Nowadays, BigCommerce is doing a great job of distributing partner news and telling us what product enhancements are down the road," he says.

From a business perspective, BigCommerce is thoroughly increasing Pixel Productions Inc.'s bottom line. "The referral commissions are wonderful," says Paul, and "the built-in trust with the platform helps us continually secure repeat business."

While other ecommerce partner programs lack transparency, the BigCommerce Partner Program "has been a really good thing. It's so easy to create trial stores, register leads, and view reporting. It's all in the portal, and we know exactly how to check in on it."

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FOR PIXEL PRODUCTIONS INC., THE BIGCOMMERCE PRODUCT ROADMAP IS PROMISING

Down the road, Pixel Productions Inc. knows that BigCommerce is bound to succeed. "The development of new features like the WordPress integration has come a long way," says Chris, "and the Partner Summits are a great way to learn about what's new, how we can improve, and areas that need to change, adapt, and grow."

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The human element helps, too. At Shopify, Pixel Productions Inc. has a general support contact number. For BigCommerce, having a dedicated account manager and content marketing manager helps Pixel Productions Inc. build their business.

"Partner support from BigCommerce is superior to any of the other ecommerce platforms we work with. BigCommerce has played a large role in the growth of Pixel Productions' ecommerce website business," Chris told us.

When you're looking to partner with a provider, according to Pixel Productions Inc., you want to look for a provider that actively communicates with its users to understand what works and what doesn't. "You don't want to partner with someone who's short-sighted. BigCommerce is taking an active role in improving the platform for its customers, and that's something to get excited about," says Chris.

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