

**Nexcess**<sup>™</sup>  
A LIQUID WEB BRAND

CASE STUDY

# HOW A HIGH-END AUTOMOTIVE OEM ENGINEERED THEIR ECOMMERCE SITE FOR SPEED

Nexcess offers scalable cloud infrastructure built for web professionals. Here's how one web development agency sped up their client's site by 275%, increased conversions by 350%, and saved their client \$15K per-year by moving to Nexcess.

## THE GOAL

For many agencies, finding a single host who offers lightning fast hosting at an affordable price, and has experts on hand ready at a moments notice can be a tremendous challenge.

But it's a real need for web development agencies. The last thing an agency wants is to get phone calls from clients in the middle of the night. Finding a performant & reliable host may seem daunting but you can start by rethinking hosting.

Hosting powers literally everything an agency does. Magento was built on the Nexcess platform. With a Magento Master on site and expert support around the clock, the Netalico team was able to supercharge their work, spend less time on administrative tasks, increase billable time, and impress their clients with an outstanding customer experience.

## WHY PERFORMANCE MATTERS

40%

OF CONSUMERS ABANDON A WEBSITE THAT TAKES MORE THAN 3 SECONDS TO LOAD

79%

OF SHOPPERS WHO ARE DISSATISFIED WITH WEBSITE PERFORMANCE ARE LESS LIKELY TO BUY FROM THE SAME SITE AGAIN

A 1 SECOND

DELAY IN PAGE RESPONSE CAN RESULT IN A 7% REDUCTION IN CONVERSIONS



**8.62**  
SECONDS

 **SITE SPEED**

**BEFORE NEXCESS MAGENTO CLOUD**

**0.1%**  
RATE

 **CONVERSION RATE**

**0.35%**  
RATE

**+275** % IN  
CONVERSION RATES

**AFTER MOVING TO NEXCESS MAGENTO CLOUD**

**3.08**  
SECONDS

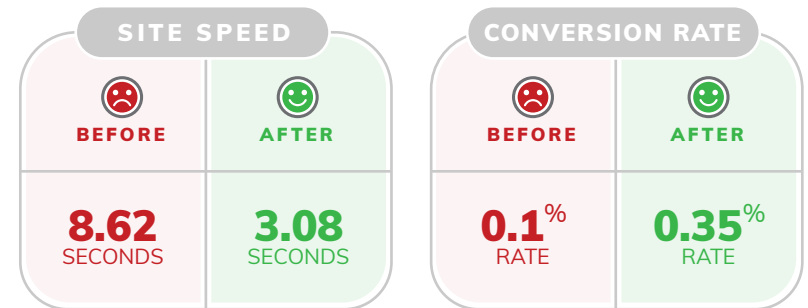
**+350** % IN  
SITE SPEED

“ Nexcess’ Magento Cloud is saving us time and for me, time is money. I don't want to bill clients for hosting-related things because I would rather spend that time taking care of requests or new requirements that will drive business for them. ”

-MARK LEWIS, FOUNDER OF NETALICO

## THE RESULTS

Netalico recently moved Gahh.com over to Nexcess and the improvements to site speed and conversions are off the charts. Decreasing load time from 8.6 seconds to 3.1 seconds increased conversions by more than 3.5 times.



Not only do you get speed with Nexcess, but you can count on uptime too so your customers are never disappointed and you never lose sleep. There's real peace of mind knowing your hard work is being powered by capable experts who take your website as seriously as you do.

Ready to see results? Learn more about our platform that can help accelerate your business today!



## POWERING YOUR WORLD ONLINE - SITE BY SITE, STORE BY STORE, SIDE BY SIDE.

Powering tens of thousands of sites all around the world, Nexcess provides truly managed hosting that connects sites to people and stores to consumers.

Partnering with the right hosting company is one of the most important decisions you can make. From uptime to bandwidth, customization capabilities to reliability, your host is responsible for developing and maintaining the foundation of what you build. And behind all the technology resides a team of people who love to help and know exactly what to do when issues arise.

Count on us as your business partner, powering your site while empowering your teams to do the work they love.

### ABOUT NETALICO

Everyone at Netalico – from our development team, to our design team, and SEO experts – shares a passion for innovation and high-level service to our customers in order to help them run successful businesses online.

As a leading Magento eCommerce website design and development company, our goal is to design and develop high performing, optimized, cloud-based, fully managed eCommerce websites.

Our team is diverse and possesses a wide range of skill sets and backgrounds to help take your eCommerce site to the next level.



/NEXCESS