



## CASE STUDY

*Vincentius Apparel*

**Industry**  
Ecommerce

**Site**  
vincentius.com

**Challenge**  
Lack of localized user experience, slow site performance, inability to scale

**Results**  
Serve different sites in different location via GeoIP, improved site speed, ability to handle traffic spikes

“With WP Engine the site is nice and fast. Now we’ve got the best of both worlds: we’re offering various currencies and the site is going faster.”

- **Bruno Crosier**  
Co-founder,  
Vincentius Apparel

# Vincentius Apparel Boosts Global Visibility With GeoIP

LOCALIZATION AND SITE SPEED HELP FOOTBALL-FOCUSED ECOMMERCE COMPANY INCREASE SALES WORLDWIDE

## The Company

*Vincentius Apparel, founded in 2012, is a global clothing company that caters to sporting and fashion enthusiasts with a unique line of high-fashion football-themed hats and jerseys.*

## The Site

Vincentius.com is the apparel company’s ecommerce and information site.

## The Challenge

Vincentius Apparel serves a global audience and wanted its visitors to feel at home. The site originally could not serve the audience in their local currencies, and when they found the solution to do that, they had to turn off caching, which ground the site speed to a crawl.

At the same time, the company’s site struggled with scaling issues, and getting a hold of customer support via the site’s previous host was difficult.

“I’d spend days, weeks, months on the phone trying to get customer support to turn the server back on,” said Bruno Crosier, Vincentius Apparel’s co-founder. “Basically, every time we had a spike of traffic ... the whole site went down, and that’s the worst that can happen from an ecommerce point of view.”

## The Solution

Vincentius chose the managed WordPress hosting platform from WP Engine.

With WP Engine and its new GeoIP service, Vincentius Apparel is able to serve its visitors sites specific to their location. If a visitor comes to the site from Russia, product prices are presented in rubles. If a visitor comes in from the U.S., prices are presented in U.S. dollars, and so on.

“When you’re running an ecommerce site, you want your customers to feel at home and minimize the fuss and the effort required,” Crosier said.

And Vincentius now uses CDN capabilities offered by WP Engine to inject new levels of speed to the site.

“When you’re talking about ecommerce, it’s all about how fast your site loads,” Crosier added. “The first impression counts. If your site is slow that builds distrust on the consumer’s end. We want to have the site going as fast as possible.”



## The Results

With WP Engine GeoIP, Vincentius now serves pages to its customers in 13 different global currencies, which offers its visitors a localized shopping experience. The change fueled an immediate uptick in sales.

“I’ve noticed a few more sales coming in and we haven’t actually had any traffic pushes,” Crosier said. “Even with low traffic we were getting a nice amount of sales, and I would probably attribute that to GeoIP.”

The site is also now incredibly scalable.

**With WP Engine, Vincentius Apparel no longer worries about traffic spikes crashing the site.**

And the use of a CDN has improved site performance and speed.

“With WP Engine the site is nice and fast,” Crosier said. “Now we’ve got the best of both worlds: we’re offering various currencies and the site is going faster.”

## About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.