



CASE STUDY



Industry

Web Design, Development & Hosting

Site

tinyfrog.com

Challenge

Poor server performance, negative clientele experience

Results

Massive clientele growth due to a stable hosting environment

“TinyFrog and WP Engine have formed a valued partnership, with TinyFrog now offering WordPress secured hosting and maintenance to a variety of industries.”

- Chris Andujar
Hosting Manager

TinyFrog Quadruples Clientele With State-Of-The-Art Hosting

WEB DESIGN AGENCY SEES DRAMATIC IMPROVEMENT IN CLIENT HAPPINESS, SITE STABILITY

The Company

TinyFrog Technologies specializes in high-quality WordPress website design, development, and secured hosting and maintenance. Its team has been proudly serving the San Diego market since 2003. Their web design program features an integrated marketing strategy and conversion optimization, mobile responsive/compatible sites, and all-in-one hosting, maintenance, and security package.



The Challenge

TinyFrog’s initial hosting plan was far from a successful one, having encountered a series of issues from the start. “Site downtime was frequent and we had difficulty accessing communication with our hosting provider,” said TinyFrog’s Hosting Manager Chris Andujar.

This caused a waterfall effect with the agency’s own clientele. “Our clients would contact us expecting answers we didn’t have because the lack of communication was so poor with our prior hosting providers,” said Andujar.

“We shopped around for a hosting platform for many years and found no satisfaction at all,” Andujar added. The resulting effect meant a loss of clients, and a possible loss of referrals for the continuous site downtime.



The Solution

In need of a serious change, TinyFrog made the switch to WP Engine’s Premium plan. “We needed to give our customers a peace of mind that they don’t have to worry about their site, other than managing content edits,” said Andujar.

“We chose WP Engine because we heard good recommendations from a referral partner about its server stability, performance, security, and incredible customer service,” said Andujar.



The Results

Since switching to WP Engine, TinyFrog has seen a massive growth in clientele. “We have grown our hosting clientele almost five times from having less than 75 sites to over 350 sites. This increase in clientele is because we are able to keep our clients happy and worry-free, hosting their WordPress sites on WP Engine,” said Andujar.

He added, “Their support team is amazing and feels like we have our own team waiting for us to reach out with questions or concerns at any given time. Client feedback has grown on understanding the value of this hosting experience. Our customers now give us raving reviews because their site is successfully powered through the state-of-the-art hosting technology that WP Engine offers.”

These results have led to a union between hosting provider and agency. According to Andujar, “TinyFrog and WP Engine have formed a valued partnership, with TinyFrog now offering WordPress secured hosting and maintenance to a variety of industries.”

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company’s premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive for smaller businesses and individuals. Companies of all sizes rely on WP Engine’s award-winning customer service team to quickly solve technical problems, and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.