

# Customer Q&A.

## Getting shipping right with SendCloud.



### Industry

Shipping and logistics

### Site

[www.sendcloud.com](http://www.sendcloud.com)

### About

- Europe's #1 online shipping tool for stores
- Integrates with more than 25 ecommerce systems
- Partners with a wide range of popular shipping providers

The challenges of running a profitable eCommerce business are daunting, to say the least.

Creating an effective website and executing a digital marketing strategy are important pieces of the puzzle, but successfully shipping products to your customers may be the most important—and challenging—part of all. Ship the wrong order and you've lost time and money dealing with returns. Ship to the wrong address or get it there late and your brand's reputation takes a hit.

It's for all of these reasons that online shipping tool [SendCloud](#) enjoys massive popularity today. SendCloud helps automate the shipping process for thousands of online stores and in doing so, it's emerged as Europe's number one shipping tool.

To find out how SendCloud uses WordPress and WP Engine to power its rapidly-expanding business, we sat down with the company's Head of Marketing, Tom van den Heuvel, who filled us in on all the details.

### Tell us a little bit about your experience with WordPress and why you chose it for developing the SendCloud site(s).

SendCloud started out in the Netherlands, but as we've grown, we've needed to localise our sites and our content in multiple countries. WordPress offers us a lot of flexibility for that sort of localisation and we've benefited greatly from it.

### What led you to WordPress and WP Engine?

With regards to WordPress, we were drawn to the platform because of how easy it is to create new pages and add content. We also rely heavily on WordPress for its [multilingual capabilities](#).

We came to WP Engine after experiencing some performance issues with our previous provider. Their WordPress environment was quite slow and because we usually work with four or five people in the WordPress backend at the same time, we needed a provider that could handle a lot of requests and a lot of traffic. WP Engine checked all those boxes for us.

## What are some WordPress and WP Engine-specific features/products or developer tools that really help you out?

We love how easy it is to use WP Engine's [staging environment](#). Because we're a growing business, we often have a lot of changes we're experimenting with on our sites. It makes such a huge difference when you don't have to do those using the live environment.

We're also using WP Engine's [Content Performance](#), which helps us dig into the analytics side of the content we're posting to see how it's performing.

## Have you seen any measurable results since moving to WP Engine?

Absolutely. Our website loads more than 30 percent faster than before, which has significantly increased our conversion rates. We've also seen our team productivity increase, simply because with WP Engine, our WordPress admin environment runs faster than ever.

## What have you been most impressed with?

WP Engine's customer service and support! Any time we reach out, the people we speak to are always friendly and eager to help. When we've needed it the most, WP Engine has come to our rescue.

## Why would you recommend WP Engine to your peers?

We've tried several providers, including some large, well-known brands, and none of them worked well for a high traffic website like ours. WP Engine, on the other hand, has worked like a charm.

## What plans do you have to use our solution in the future?

As we continue to grow and scale, I have no doubt that WP Engine will be helping us along the way.

### WP Engine fast facts.

Founded in 2010 | 90K+ Customers in 136 Countries | Supporting 500K+ WordPress Domains  
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365