ColourPop Cosmetics

Customizing an eCommerce site for stability and scalability to handle record high Cyber Monday sales.

ColourPop Cosmetics, an up-and-coming cosmetics company with a cult-like following, engaged Crowd Favorite to scale their site in anticipation of record high Cyber Monday sales.

**RESULTS**

- **150%**
  Annual Revenue Increase on Cyber Monday
- **2,000**
  Add-to-cart clicks per minute
- **2 seconds**
  Average time between each sale

**CHALLENGE**

After a secret product launch over the Summer crashed ColourPop’s eCommerce solution, leadership had reservations about whether its site could be scaled to support the unprecedented traffic spikes expected on Cyber Monday.

**SOLUTION**

Through load testing and strategic website analysis, Crowd Favorite built and optimized many pieces of site infrastructure allowing ColourPop.com to support enterprise-scale activity—**one sale every second** at the height of Cyber Monday 2015, ensuring they wouldn’t fail as a result of having achieved so much success.

**EXPERTISE PROVIDED**

**Digital Strategy**
- Ideation
- UX & UI design

**Web Development**
- Ecommerce
- Web development
- Web applications
- WordPress development
- JavaScript development
- Systems integration

**Digital Support Services**
- Technical support
- Code audits
- Performance optimization
- Hosting liaison

We ensured their site would be stable and scalable with their increasing success.

We can help you accelerate your eCommerce process. **Let’s talk!**

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