Crowd Favorite

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.

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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