



## Client Case Study: Bloom Social Beauty Store

### About Our Client:

The world of beauty products is one filled with options but lacking in reliable recommendations about which product is best for you personally. Recognizing this problem, Bloom.com created its social beauty store, a space for consumers to not only browse the best products available in the beauty world today but also get a chance to hear what their friends and others like them think after having actually used the products. Bloom.com is dedicated to making shopping for beauty simple and fun and focuses on recommending the ideal products for each individual customer.

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### The Challenge:

Originally, Bloom.com came to Creatuity to provide development support on the Magento platform for Bloom's team before a large publicity push. The project required work under a very short deadline in order to have the site completely ready for this push, and Creatuity's team rose to the challenge. After this successful collaboration, Bloom turned to Creatuity for an ongoing partnership to make sure their site continued to meet the needs of their growing customer base and stay abreast of new publicity pushes.

### The Solution:

Creatuity initially worked with Bloom's team on the Magento Enterprise platform ahead of Bloom's new publicity efforts, working specifically with repairing previous technical issues and creating new code for the site to run smoothly and increase conversion rates. Following this time-sensitive project, Creatuity's team began to work on large-scale server maintenance and further site upgrades for the company so the site could keep pace with the explosion of traffic that was being directed to it. These two projects led to a comprehensive long-term partnership, providing dedicated site maintenance for Bloom and creating custom tools such as social media integration as the site continued to grow. This partnership has enabled Bloom to focus on delivering great content to its customers and to keep up with its expanding customer base. Creatuity also continually provides consulting on technical issues as they appear at the company, advising on subjects such as third-party integrations and new upgrades to the site going forward.

### The Results:

- Optimized site performance by adding and configuring web and MySQL servers, resulting in a 90% increase in load time performance
  - Doubled amount of simultaneous shoppers that the site can handle
  - Server configuration lets the site continue to run smoothly should one server crash
  - Continuous support and upgrades allow the site to keep up with growing traffic
  - Social media integration further improved customer interaction, a main goal of the site
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### Client Profile

**Founded:** 2010

**Location:**  
Omaha, NE

**Size:** 20 employees

**Industry:** Online  
beauty products  
retail, social  
networking

**Services:** Magento  
design and  
development,  
ongoing site  
development,  
eCommerce  
consulting