

Pooltables.com, Billiards.com & Darts.com

Multi-Brand Architecture

SHOPIFY PLUS

250%

Faster Loading
Times

120%

Better Conversion
Rates

54%

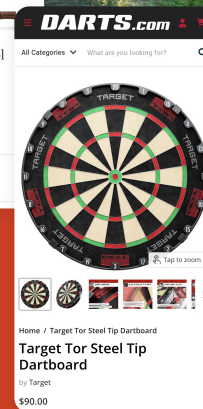
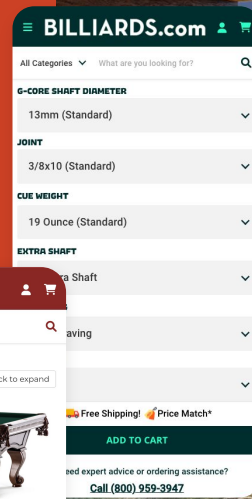
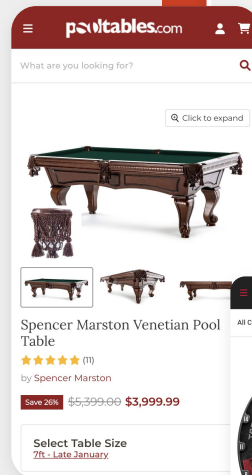
Higher Revenue
vs. previous store

The Challenge

- Three massive catalogs (thousands of SKUs), one parent company, and a need for distinct brand voices in a niche market.

The Solution

- Unified backend logic for inventory management across multiple storefronts.
- Distinct frontend themes that cater to different buyer personas (Casual Gamers vs. Pro Enthusiasts).
- Complex product configurators for custom pool tables and darts equipment.



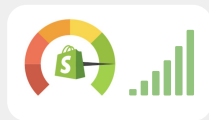
Darts, Pooltables, Billiards

Highlights



Shopify Plus Migration

We migrated these three sites from Cartlogic to Shopify Plus, with a complete redesign and custom Shopify Theme.



Site Optimizations

We optimized the site for SEO/PPC, driving increases in site speed, allowing for faster load times and a lower bounce rate.



Custom Apps & Features

We built custom apps and features, including an ERP connector app, mini cart logic, and checkout modifications.



Variation Limit Breaking Tool

We used our custom tool to handle variation limits on hundreds of products with unique customization users for customers.