



## CASE STUDY **MARIA NILA**

# Helping Maria Nila take the next step with Magento

Swedish startup Maria Nila had its work cut out for it when it entered the cutthroat world of B2B cosmetics E-Commerce. For taking the next step with Magento, the company chose Niteco as its partner.

## — THE CHALLENGE

With its website built on version 1 of open-source E-Commerce platform Magento, the company had to switch to version 2 after the announcement that support for Magento 1 would be phased out in the future. Grasping the opportunity for a renewal, Maria Nila opted for a redesign and rebuild of its website on the basis of Magento 2.

## — THE SOLUTION

Niteco built a new website on Magento 2 with a customized CMS, hosted in Azure Cloud.

Our experts also provided SEO optimization and tuned Magento's E-Commerce functionality to perfectly fit Maria Nila's business goals. Search and shopping cart optimization (Live Cart, MiniCart), a PIM system synchronized between Magento and the Pyramid ERP as well as integration with the Dibs checkout system streamlined the buyer journey across the site. With Dibs supporting Visa, Mastercard and Paypal and additional integration of Klarna Checkout, Niteco removed any further obstacles that Maria Nila's customers might have faced on their way to conversion.

## — THE RESULT

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In addition to the brand-new website, Niteco's SEO work proved highly beneficial to Maria Nila, which is why the client decided to keep working with Niteco on SEO optimization. In addition, Maria Nila engaged Niteco for its 24/7 Proactive Response services.

"Our cooperation with Niteco was an invaluable advantage as we were taking the next step with Magento," said Malin Wallenius, E-Commerce Manager at Maria Nila. "Now that the site is live, we're glad that we can continue our working relationship to make Maria Nila the best it can be."