

Case Study

The client: ArdMoor

Fetchify boosts e-commerce capability of major UK outdoor clothing brand



The background

With an unwavering focus on durability, performance and style, ArdMoor has become a trusted name among outdoor enthusiasts across the UK.

Having gained a following for a product selection that is hand-picked to meet the rugged demands of country life, ArdMoor continues to grow in line with demand for its outdoor clothing and country supplies.

ArdMoor has worked with Fetchify since 2021, when it incorporated the Address Auto-Complete function into its checkout process, enabling its customers to pinpoint their address in real-time and avoid operational issues such as failed deliveries and missing products.

As the company scaled and looked to future-proof its operations, the team made the strategic decision to migrate from Shopify to Shopify Plus - gaining access to a more robust and scalable platform to support their growing product catalogue and customer base.

However, knowledge gaps around the new platform led to transition issues. As a result, the UK-wide brand turned to Fetchify for support.

"We've worked with ArdMoor for several years and continue to see them go from strength to strength. However, when they moved to an unfamiliar platform, they drew on our team's expertise to guide them through the initial hurdles. As a team of experts with vast experience of other providers' platforms, we were able to work on a consultative basis to ease them through the transition."

John Griffiths,

Account Manager at Fetchify

The solution

Fetchify worked closely with ArdMoor to finetune its Shopify Plus platform, which resulted in the business establishing a new digital infrastructure that can now efficiently support its future growth plans.

This seamless transition, which saw Fetchify help ArdMoor migrate a number of core services and credits to Shopify Plus, was behind the business's subsequent decision to invest further in Fetchify's technology.

In 2025, ArdMoor will bolster its checkout experience by incorporating Fetchify's Email Address Validation tool, which will alert customers when they have incorrectly inputted their email address at checkout.

In doing so, ArdMoor will reduce administration time associated with having to manually locate correct email addresses, and ensure that there is no breakdown in communication at critical points such as despatch and delivery notifications.

The result

Fetchify has helped ArdMoor by:

- Reconfiguring its system to effectively integrate with Shopify Plus
- Providing proactive technical support throughout the transition
- Reducing operational issues by ensuring that all key details are correctly inputted at checkout
- Enhancing the customer experience by ensuring that critical communication outreach, such as delivery updates and marketing information, reach the intended recipient
- Preparing the rollout of Email Address Validation services

“The migration from Fetchify to Shopify was smooth and well-managed. The credit transfer process was clearly explained and completed efficiently, and ongoing account support by our Account Manager has been responsive and helpful throughout. It’s been a very positive experience overall.”

Anthony Stodart,
Managing Director at ArdMoor Limited