WP engine®

FREIGHTOS®
The freight network

Enterprise-Grade WordPress Takes Global Freight Online

FREIGHTOS ACHIEVES 99+% SITE UPTIME, 600% INBOUND MARKETING LEAD GROWTH

Industry
Logistics, SaaS

Site
freightos.com

Challenge
Frequent site downtime, buggy staging environment, poor organic traffic

Results
Increased site stability, 600% growth in inbound leads, fast content delivery

"We needed a professional company that could power enterprise level sites."

– Eytan Buchman
Marketing Director, Freightos

The Company

Freightos (www.freightos.com) is a venture-backed startup that's bringing the $1 trillion freight industry online. Providing international service to leading global logistics providers, Fortune 100 companies and major retailers, Freightos' technology provides importers, exporters, manufacturers and distributors with instant freight quotes. The Freightos Network also connects freight vendors to each other and to customers, automating the flow of rates and quotes.

The Challenge

Freightos' corporate homepage was initially constructed as a homebrewed site, lacking the agility of a CMS platform. This prevented organic traffic growth and created an additional workload on the already-slammed programmers. To address these issues, Freightos migrated the site to WordPress.

"We saw some great success initially when moving to a WordPress site, but were hamstrung by a hosting provider that was buggy, contained a flawed staging area, and had frequent downtime," explained Freightos' Marketing Director Eytan Buchman.

Freightos reached its final straw with its hosting provider when Freightos announced a round of funding and managed to secure a mention by major media companies including: TechCrunch, Bloomberg, The Wall Street Journal and others. Having decided to revamp their website prior to the media attention, Freightos' web designer built the new site on the staging environment supplied by their WordPress host.

"Two nights before the media announcement, we switched to the staging site...and the website choked. Trying to fix the issue, our hosting provider informed us that not only was it stuck, but they couldn't revive our old site. This caused traffic to plummet," explained Buchman. Even when the situation was resolved, the buggy staging software had turned off search engine access to the website, leading to even lower organic traffic than before the announcement.

The Solution

In dire need of a better hosting platform, Freightos made the switch to WP Engine's managed WordPress hosting platform, which the company had heard about through strong references

from other customers. On choosing WP Engine, Buchman noted, "we needed a professional company that could power enterprise level sites."

He added, "we regularly use WP Engine's backup and restore functionality, which has saved ourselves after a fallout from the last WordPress debacle."

The Results

Since making the switch to WP Engine, Freightos has seen stellar results in digital marketing efforts.

"Our inbound marketing has been off the hook. Fast load time is clearly bringing in more leads. Content is served quickly, even when we use data heavy pages," said Buchman.

Freightos has also noticed positive improvements with site stability. "We're incredibly happy with the uptime we get from our current package with WP Engine. On our old website, our uptime hovered at about 97 percent. My last report boasts 99.83 percent uptime. And that's one of my 'worst' WP Engine months so far," said Buchman. And in its first two months using WP Engine, Freightos saw site visitors increase by nearly 10 percent and page views jump by 20 percent, which Buchman said indicates a significantly faster page load time.

Regarding the successes with WP Engine, Buchman added, "We can rely more on our website now, investing more in our digital marketing to drive traffic to a machine that just works. Which has definitely played a role in a 600 percent growth in inbound leads on our website over the last year."

About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.