



Case Study Moonpig

Moonpig

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| Founded: | 2000 (since 2011 part of the Photobox Group) |
| Headquarters: | London, United Kingdom |
| Industry: | Publishing, personalised greeting cards |
| Employees: | > 1,000 (across 5 brands) |
| Revenue: | £ 88/ € 102 million (FY18) |
| Partner: | in-house |

The company

All about making people's days brilliant – true to this motto Moonpig creates more than 17 million personalized gifts, cards and flowers per year. Since the website was launched in July 2000, Moonpig owns the full end to end process, manufacturing and fulfillment included.

The challenge

18 years of personalization at scale – The good thing: right from the start Moonpig is a rapidly growing business, with up to 300 orders a minute during peak periods like Mother's Day. The pain point: 18 years of adding features left a lot of technical debt with a monolithic database. Apropos personalized, there is the UK, the US and Australia to handle.

The result

Following a long term tech strategy Moonpig puts almost all their effort behind replatforming basically the whole company by moving to a microservice based architecture. Besides the commercetools' eCommerce-platform, Contentful is used as CMS – both API first, and headless. Moving to PaaS wherever possible, they set up single projects for all countries.

"Our customers are at the core of what we're doing, so we'd like to focus on building a unique shopping experience. As a scalable cloud solution, commercetools takes care of all the background commerce processes, without us having to worry about updates and maintenance."

– Ronan Tighe, Chief Product Officer at Moonpig

[Interview Podcast with Ronan Tighe @ commercetomorrow](#)