



Yoga  
Democracy



Account Executive:  
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## Customer Overview

Scottsdale-based, eco-conscious athleisure brand selling DTC in the U.S.

## The Challenge

- Shopify lacked flexibility and scalability for next-stage growth
- Slow page speeds and checkout friction
- Limited customization
- No unified commerce or order management
- Growth was being constrained by the tech stack

YD needed a platform that could scale revenue — not slow it down

## Ember's Approach

- 1. Strategic SFCC Enablement**  
Implemented Salesforce Commerce Cloud designed for scale, international expansion, and long-term growth.
- 2. Unified Commerce Stack**  
Integrated SFCC + Salesforce Order Management + ShipStation + Cybersource to streamline fulfillment and payments.
- 3. Accelerated Migration**  
Used Ember's Shopify migration toolkit to rapidly transition data and content.
- 4. 6-Week Go-Live**  
Launched with a focused POC model, then expanded capabilities post-launch.

For Salesforce  
Internal Use Only



### INDUSTRY

Retail Consumer Goods

### GMV:

\$80k+

### GO-LIVE DATE:

8/14/25

## The Solution and Impact

In just six weeks, Yoga Democracy transformed its digital foundation from a limiting Shopify setup to a scalable, high-performance Salesforce Commerce Cloud environment. The new unified commerce stack significantly improved site speed, streamlined fulfillment, and positioned the brand for accelerated revenue growth — all while enhancing the customer experience and operational efficiency.

- Page load time improved: 3.9s → 0.5s
- Projected 40% GMV increase
- Projected 50% CSAT improvement
- 25% faster time to ship
- Scalable foundation for long-term unified commerce growth