

Case Study

Next Projection tapped into 40% more revenue with Cart Storefront



The company

Brian Gluck founded Next Projection in April 2014 with a mission to become the world's largest online resource for projector screens. He identified a gap in the online projector screen market and sought to fill a glaring customer need.

The challenge

As a bootstrap startup that relied largely on ecommerce giants like Amazon and eBay, Next Projection eventually grew to a point where it could build an online store and refocus sales from a branded platform. However, early options revealed issues like:

- Requiring way too much hands-on time and maintenance, especially for the smaller Next Projection team
- Allowing for little product variability in the brand's storefront, which posed a huge problem for the inherently modular SKUs of the projector industry

The solution

By turning to Cart Storefront, Next Projection found an ecommerce resource for everything the niche projector business needed.



Cart.com's product variation and kitting feature allowed for easily interchangeable SKUs on the custom storefront



Cart.com's shopping experience support system helped run the ecommerce platform without needing to hire tons of additional developers



Cart.com's flexible and robust REST API allowed the brand to manipulate and add in new product data to expand its catalog on the fly

The result

With Cart Storefront, Next Projection was able to carve out a near-untouchable niche in projection equipment ecommerce. With these performance upgrades, the brand:



Scaled at an affordable cost for the business to grow without being penalized



Developed a highly functional consumer experience that delighted shoppers



Leveraged real-time data responsiveness and functionality to streamline sales team responses

“There were people that tried to position themselves as specialists in the field but I didn’t think they were doing as good of a job as I thought I could do. So, I decided to use the experience and expertise I had built over my career to solve that by becoming that specialist myself.”

-Brian Gluck
Founder of Next Projection



The numbers

40%

increase in YOY
revenue from
2018 to 2019

42%

reduction in
bounce rate since
2014

4X

increase in average
order volume since
launch

Build the ultimate end-to-end shopping experience with Cart Storefront.

[Learn more](#)