

**Company:**

Funky Pigeon

**Industry:**

Retail

**Website:**

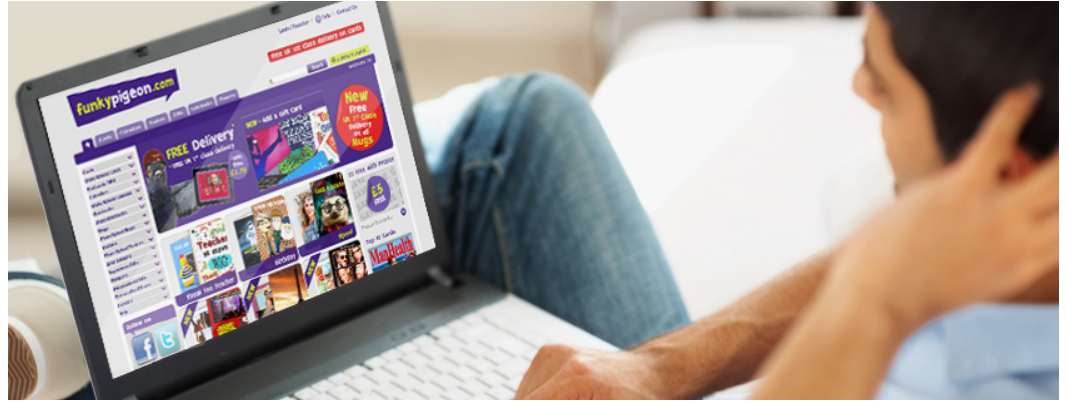
www.funkypigeon.com

**Solution:**

A bespoke dedicated server solution incorporating web acceleration technology to deal with peak traffic.

**Profile:**

An online personalised gift service specialising in greetings cards. Funky Pigeon offers an exclusive selection of high-profile brands and limited edition photography.


**Overview**

The investment of time and effort that goes into the re-brand of an online business could be easily let down by a sluggish website. A fast-performing server with reliable support, however, could maximise the impact of a successful relaunch. UKFast's dynamic approach coupled with Funky Pigeon's impressive ambition turned out to be a perfect partnership.

Launched in October 2009 to replace remind4u (the firm's previous online offering) Funkypigeon.com is an online personalised gift service that specialises in personalised greetings cards.

The firm's founder and managing director, Richard Pepper says: "The opportunities that online business affords you if you have the right product, the right price and the right service to get to a potential mass market are huge. UKFast has helped us realise that and helped us reach our potential. We're now setting ambitious targets for more growth and with the technology and support from the Enterprise team we know our website will be able to handle it.

"I've learned so much from UKFast that I don't just see them as our hosting company anymore."

**"I didn't realise what effect speed has on our Google rankings. I could just never understand why I couldn't get my ratings up previously."**

**Situation**

Following a major re-brand, it identified the need for a faster server solution to increase its Google search rankings, improve the customer experience and ultimately improve its position in the online marketplace for personalised greetings cards.

Pepper explains: "The main challenge we faced was getting our product in front of more people. When they do see us they come back and buy from us again and again so we had to make sure we were getting ourselves in that position and maximising on it."

According to Google, even a half second delay in page load speed can cause as much as a 20 per cent drop in traffic. A website's speed and its position in the Google rankings are closely linked.

Before contacting UKFast, Funky Pigeon was hosted on its own servers in unreliable conditions.

Pepper says: "I increasingly felt more and more vulnerable. We also had a situation when our electricity was cut off at a weekend and the generator ran out of petrol so the website went down."

Richard Pepper met with Lawrence Jones, the managing director of UKFast, to discuss how the expertise of the Enterprise team could help Funky Pigeon reach its target audience and deliver a strong and effective image.

Pepper adds: "When I met with Lawrence Jones in Manchester I realised by working more closely with him and using his firm's expertise it would massively improve our opportunity as a business to be able to get out to the masses."

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- 75% more sales with Webcelerator in place.
- Google world ranking going from 1.7 million to 253,000 in just three months
- Average daily sales increasing from 60 to 1,600
- Bespoke application of caching technology copes with impact of marketing campaign
- Web pages delivered in one to two seconds rather than eight to ten previously

**funkypigeon.com**

## Solution

Funky Pigeon was one of the first clients to benefit from UKFast's web acceleration technology that enables increased website speed and performance.

The in-house-developed website accelerator, Webcelerator™, works by providing extra capacity so that a website can do more at once. Web acceleration technology really becomes effective for large volumes of traffic – the more visitors to the site, the more content becomes cached. This means that the web accelerator performance is at its best at peak times.

Using the same technology as Facebook and Slashdot to speed up web services, Webcelerator is the ideal solution for retail and e-commerce websites and high traffic sites.

Matthew Ife, one of the technical experts from UKFast, says: "Caching is the secret to running high performance, high traffic web services. I am very happy to be able to present a caching product which can be deployed for almost anyone which will consolidate the work of the equivalent of a number of web servers.

"If you are receiving more traffic than you can handle, rather than scale out, you can scale smarter by utilising the appropriate technology."

**"With the technology that UKFast provides in terms of speed, we are now able to deliver pages to our users in one to two seconds rather than eight to ten."**

## Benefits

Within three months of joining UKFast, Funky Pigeon saw a dramatic surge in daily sales, increasing from around 60 to 1,600.

By deploying web acceleration technology, UKFast Enterprise allowed the Funky Pigeon website to cope with spikes in web traffic caused by the company's effective TV advertising campaigns.

"Once we started putting better servers in and started talking to UKFast about what we should do with the website in terms of SEO and employed our own in-house SEO expert we found that our visibility on the internet absolutely rocketed."

"I was amazed that when we launched Funky Pigeon within just three weeks we had a higher ranking on Google than we had previously.

"I didn't realise what effect speed has on our Google rankings. I could just never understand why I couldn't get my ratings up previously.

"By linking with the technology that UKFast provides in terms of speed, we are now able to deliver pages to our users in one to two seconds rather than eight to ten, and that has made a massive difference to our visibility."

**"I realised by working more closely with UKFast and using their expertise it would massively improve our opportunity as a business to be able to get out to the masses."**

With a potential daily audience of nine million through its exclusive licenses with ITV, Funky Pigeon is looking to gain on its Guernsey rivals, Moonpig.com over the next 12 months with additional licensing agreements and new websites that adopt its iframe application.

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