

America's Test Kitchen

Since its establishment in 1993, America's Test Kitchen has helped curious cooks become confident chefs. America's Test Kitchen is passionate about discovering why some recipes work and why some don't. They have made themselves known by sharing what they learn and have helped everyone cook with full heart and determination. With a mix of talented individuals, America's Test Kitchen delivers cooking content on various platforms, including TV Shows, Magazines, Websites, Cookbooks, Podcasts, and more.

Objectives

Serving America's Test Kitchen had the pressing need to migrate to Magento 2, as Magento 1 was rapidly approaching its end of life, as Magento announced the end of support after June 30th, 2020. America's Test Kitchen has an extensive product catalog across many categories, and with the migration had to streamline its categorization and functionality to deliver a unique and intuitive experience across all users.

After Rave Digital's consultative process, the team defined the following requirements:

- Deliver Quick Turnaround Time on M1 To M2 Migration
- Provide Quick & Seamless Checkout Process
- Tightly Integrate Order Management System
- Add A Feature for Custom Stock Status
- Integrate Free Gift Functionality
- Streamline Customer Data Management

INCREASE IN
OVERALL PAGE
VIEWS

39%

INCREASED AVG.
SESSION
DURATION BY

26%

INCREASED
NEW USERS BY

24%

Solution

The team migrated America's Test Kitchen's M1 site to Magento 2 (v. 2.3.4), delivering a customized M2 solution! The team implemented Magento Business Intelligence, a cloud-based data management and visualization platform that offers integrated, easy-to-use dashboards and reporting tools for the team to efficiently access, assess, and leverage their data. Additionally, with the inclusion of Page Builder's drag-and-drop functionality, the team now has the ability to seamlessly create content and distribute across the site with ease and precision. America's Test Kitchen M1 to M2 Migration required additional solution integrations to deliver the required front and backend functionalities, which included:

- Integration with CDS Global Services Integration
 - Mylo Services for Single Sign-on
 - Realtime Inventory Synchronization
 - CDS OMS - CDS receives all the orders from Magento and does the fulfillment
- New Relic monitoring tools for historical insights into the performance of web applications
- Integration of Aheadworks Smart One Step Checkout
- Setting up Product Labels (promo) and Custom Stock Status
- Integration of Amasty Free Gift Extension
- Integration of product feed extension to display products on different marketplace
- Develop Microsites
 - Custom Landing Pages integrated with Aheadworks One Page Checkout

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. Our team approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our client's ongoing business success. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry. The Rave team successfully delivered an intuitive eCommerce platform meeting the distinct requirements set forth by America's Test Kitchens Executive team.