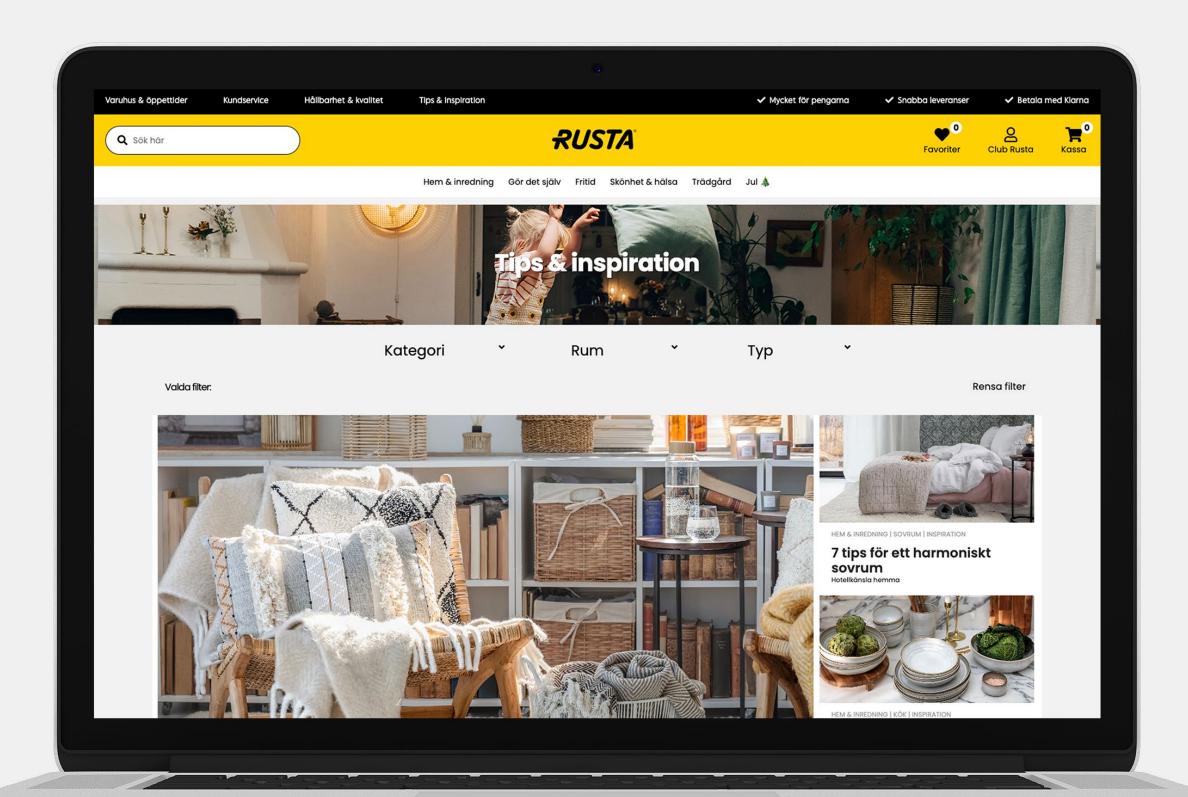


CHALLENGE

With 3,1 million visitors each month, Rusta.com is one of the largest websites in Sweden. With 4,5 million members in their customer club, Rusta reaches more than a third of Sweden's population each week. Being able to handle their great inflow of customers and visitors, which is constantly increasing, turned out to be one of Rusta's biggest challenges.



SOLUTION

With no developers of their own, Rusta turned to Nexer Unified Commerce to help them with their digital journey and creating a new, stable and easy to work with e-commerce solution. The solution was built on Optimizely Commerce which provides Rusta with the advantages of both insights and ease of use.





BEING A PART OF RUSTA'S DIGITALISATION HAS BEEN A GREAT EXPERIENCE"

Tony Eriksson, Software Engineer at Nexer

RESULIS

With the development of their website and new e-commerce solution, Rusta can now create additional sales through new channels and meet their customers high demands. By taking the next step on their digital journey with Nexer's help, Rusta has made their website a pillar in their offer towards their customers.

