



“ Our online sales increased by 53% for Black Friday-Cyber Monday versus our previous e-store system. ”

MEMBERSHIPS

Philadelphia Zoo



“ Prior to Pivvit, we had been using an e-store from our POS provider for online membership and ticket sales. That system was a bit tedious for our customers because they had to go through many steps and screens to purchase. It was not mobile-friendly to the extent we needed, and we were starting to see a large number of users accessing our site on mobile.

Additionally, we had new requirements which our POS system could not accommodate.

We selected Pivvit because we were confident that they could meet our requirements.

We especially liked Pivvit’s approach of re-envisioning our registration process and reducing the number of screens to checkout.

Pivvit delivered on every requirement, and also enabled mobile purchases in our new iOS app using their API.

I was impressed with Pivvit’s speed of implementation. They developed, integrated, tested, and launched the online membership module on both web and mobile in just two and a half months.

Starting in September that fall, we began to see steady growth in online memberships year over year compared to our previous POS e-store.

We are pleased with our experience and would recommend Pivvit. ”

Tara Fjellin
Membership Manager

49% 
higher online sales
October

83% 
higher online sales
November

46% 
higher online sales
December

93% 
higher online sales
January