

## MoJo Active Delivers Unmatched Ecommerce Expertise with BigCommerce Catalyst for EuroOptic



At MoJo Active, tackling complexity is what we do best. When EuroOptic needed an advanced ecommerce solution to manage its diverse and highly regulated product catalog, we stepped up—leveraging our deep expertise to craft a cutting-edge, headless commerce experience powered by BigCommerce Catalyst.

Despite this being our first Catalyst implementation, we delivered a seamless, high-performance ecommerce solution, proving that our team's adaptability and problem-solving capabilities transcend any platform. MoJo Active's ability to integrate complex requirements—from compliance and checkout intricacies to multi-layered shipping logistics—reinforced our reputation as a leader in sophisticated ecommerce builds.

## Mastering Complexity with BigCommerce Catalyst

Catalyst provided the foundation for a fast, flexible, and scalable storefront tailored to EuroOptic's specialized needs. But it was MoJo Active's strategic approach that transformed the project into a next-generation commerce solution. Integrating compliance automation, multi-tiered payment processing, and advanced shipping frameworks, our expertise ensured that every element worked seamlessly together, from backend architecture to frontend customer experience.

### Key Benefits Delivered:



#### High-Performance, Headless Storefront

Engineered with seamless API-driven integrations to enhance speed and reliability.



#### Scalability to Handle Complexity

Built to manage EuroOptic's intricate purchasing workflows, including regulated and non-regulated products.



#### Customer-First Purchase Experience

Our approach ensured every aspect of the shopping experience was optimized while maintaining BigCommerce's core commerce functionality.

## Best-In-Class Integrations & Custom Solutions

With a robust tech stack and an eye for solving industry-specific challenges, MoJo Active delivered a first-of-its-kind ecommerce experience that seamlessly handles EuroOptic's unique business model.

### Custom Checkout & Compliance Enhancements:



#### MasterFFL Integration

Automated firearm compliance, dealer communication, and FFL selection at checkout.



#### PaymentPutty

Enabled a frictionless, flexible checkout experience with multiple payment providers, e-check incentives, round-up donations, and split shipping based on FFL restrictions.



#### ShipperHQ Optimization

Designed and managed an intricate shipping framework, including:

- Nine unique carriers (FFL & non-FFL)
- 46 shipping rules across 18 zones
- 28 shipping groups with five cart filters
- 40 custom box sizes with 11 packaging rules

## Enhanced Customer Experience & Operational Efficiency

Of course, our expertise in building scalable ecommerce ecosystems extends beyond checkout. MoJo Active implemented powerful integrations to enhance product discovery, streamline operations, and improve customer engagement.

### ● **Feedonomics & Ryzome**

Multichannel distribution of product, customer, and order data coordinated by Feedonomics, with some channels and advanced customer group pricing supported by Ryzome middleware.

### ● **Searchspring Server-Side Integration**

Enhances product discovery with AI-driven search and filtering. The first ever server-rendered implementation in BigCommerce & Catalyst, resulting in much faster Google Lighthouse scores and, most importantly, improved page load speeds for customers.

### ● **Makeswift Visual Editor**

Provides a powerful front-end design tool that integrated seamlessly into the ecosystem. The visual builder delivered an incredibly feature-rich, easy-to-use editing experience, perfect for both merchants and developers.

### ● **Salsify**

Supplementing the NetSuite ERP data with channel-specific information, this PIM provides all merchandising data and functionality to support the multichannel ecosystem.

### ● **Advanced Stock Status Management**

Supports multiple purchasing states, including backorders, preorders, in-store exclusives, and discontinued items for SEO purposes.

### ● **Klaviyo Automation**

Powers personalized email notifications for abandoned carts, transactional updates, back-in-stock alerts, and more. Klaviyo was also a key player in the signup workflows for EuroOptic's special purchase programs.

### ● **Avalara Tax Automation**

Ensures accurate sales tax calculations based on customer location and product category, across a very diverse range of product types & categories, with well over 100,000 active SKUs.

### ● **Tidio & Stamped**

Implements real-time chat support and customer review systems.

## Seamless Purchasing & Checkout Innovation

MoJo Active redefined the EuroOptic checkout experience by creating a seamless, user-friendly purchase process that accommodates both regulated and non-regulated products.

### Flexible Purchase Models:

- Standard ecommerce transactions
- Out-of-stock with notifications and backorder options
- Preorders for items releasing on a specific date
- View-only for in-store-only & discontinued items

### Custom Shipping & Payment Solutions:

- Address-based ammunition restrictions
- State-level magazine capacity limitations
- BOPIS (Buy Online, Pickup In-Store) functionality
- Conditionally available payment options based on customer group & cart contents
- CSG Forte ACH e-check payment integration powered by PaymentPutty
- E-check & tax rebate discounts powered by PaymentPutty



## A Future-Ready Ecommerce Solution

By fully leveraging BigCommerce Catalyst's capabilities, MoJo Active delivered a high-performing, scalable, and regulation-compliant storefront in one of the most complicated ecommerce verticals. Catalyst allowed us to focus on integration & innovation, proving once again that MoJo Active thrives in solving the most complex ecommerce challenges.

This project highlights Catalyst as the next generation of ecommerce infrastructure, allowing MoJo Active to push beyond technology limits. This project showcased seamless integrations across many best-in-class BigCommerce partner offerings, compliance automation in a highly regulated industry, and a customer-first experience. No matter how complex the requirements, our expertise ensures that every ecommerce solution is built for performance, efficiency, and long-term growth.



**Scan the QR code or visit  
PaymentPutty.com to learn more.**

