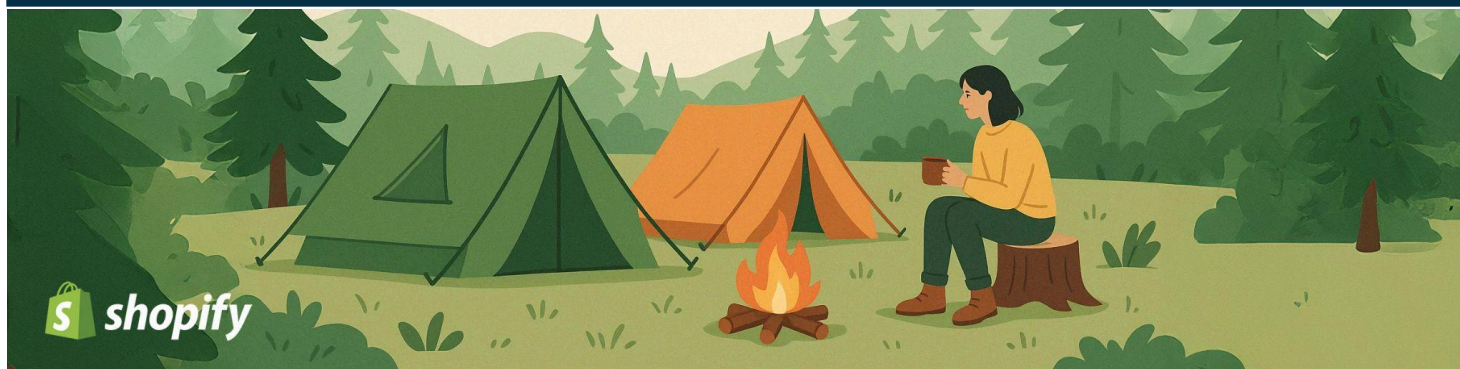


## Case Study: Teton Sports: E-Commerce Optimization



*Created by David McKillen, Basebuild, Inc.*

### Client Overview

Teton Sports is a leading outdoor gear brand specializing in sleeping bags, backpacks, tents, and adventure-ready accessories. Their site needed to match the rugged reliability of their gear with a seamless, conversion-friendly digital storefront.

### The Challenge

Teton Sports had strong brand recognition but was losing customers to cart abandonment and clunky navigation. They needed a performance-tuned Shopify experience with better mobile UX and tighter integration across fulfillment and marketing.

### Our Solution

Basebuild delivered a complete UX overhaul of certain elements, optimized product and category pages for mobile shoppers, and integrated the site with inventory, shipping, and Klaviyo for email automation.

### Results:

- Increase in mobile conversion rate

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- Faster load times and streamlined cart experience
- Scalable infrastructure for high-volume sales spikes

## Why it matters

Teton gear is built for the backcountry—we built a site that's built for growth. Simple, strong, and ready for anything.

**Address:** <https://tetongear.com>