GrowByData made WizardWorld's migration to Magento pain free

SUMMARY

Wizard World is one of the premier Comic Convention organizers in North America. They offer tickets for special events, experience packages, and interactive opportunities with special guests. As part of their strategy to breathe new life into their brand and offer a better website experience, they decided to redesign their website and move it to Magento.

WizardWorld knew they would be in good hands with EYStudios, a leader in transforming smaller businesses into MAJOR brands. Their biggest challenge was moving 15 years' worth of complex, poorly formatted data in time for their site launch. They thought moving this data would take a full year.

In **just five weeks**, GrowByData was able to move 100% of Wizard World's "messy" data by working in close collaboration with EYStudios:

- 9,599 pages, 100% of their catalog, were migrated cleanly
- 900 duplicates were eliminated
- Data was restructured to make selling and updates easier

All of this was accomplished with **100% accuracy,** just in time for a major event**.**

ABOUT WIZARD WORLD

Founded initially as "Wizard Press," the publisher of a monthly magazine named *Wizard,* Wizard World purchased the Chicago Comicon in the mid 1990's to expand into the convention arena. By 2005, their events drew over 70,000 attendees, and they now host more than 20 conventions across North America.

CHALLENGES

With so many moving parts to managing, advertising, and selling a variety of attendance options for each convention, Wizard World was struggling to keep their website current, attractive, and usable. Expanding their convention options and offerings was complicated and time-consuming.

HOW GROWBYDATA HELPED

GrowByData was enlisted by EYStudios to research, prepare, and move Wizard World's entire "product" catalog to a fresh, stylish site. Working hand-in-hand with the EYStudios team, GrowByData's data engineers and analysts dove into Wizard World's previous website, learning the nuances not only of its data, but of the Comic Con industry as well.

There were two critical components to this project.

1. **Data automation.** Engineers gained intimate knowledge of Wizard World's previously disorganized offerings, and used its proprietary technology to cleanse and restructure it according to requirements for the new site.

2. **Manual data entry.** In parallel to data engineering sprints, GrowByData's analysts carefully assessed outputs, in order to identify gaps in data that required research in order to rectify.

Analysts provided extra value throughout the project, working closely with the EYStudios team to make recommendations like recategorizing and reorganizing data to make events easier to find within the site's navigation.

THE RESULTS

In just five weeks, GrowByData was able to prepare and structure the data to enable a flawless move to the new Magento site. Despite the complexities of the data, 100% accuracy was achieved, along with improved organization. During the process, 900 duplicates were removed from the data, and a total of 9,599 products were migrated.

CLIENT FEEDBACK

The speed and quality with which GrowByData and EYStudios were able to migrate Wizard World's data – 100% accuracy in just five weeks – was a major breakthrough for data migration.

Stephen Shamus, Chief Marketing Officer at Wizard World, shared that he "never expected a complex migration project like this could be completed so quickly and smoothly. The GrowByData team was smart, thoughtful, and diligent. I would enthusiastically recommend them."