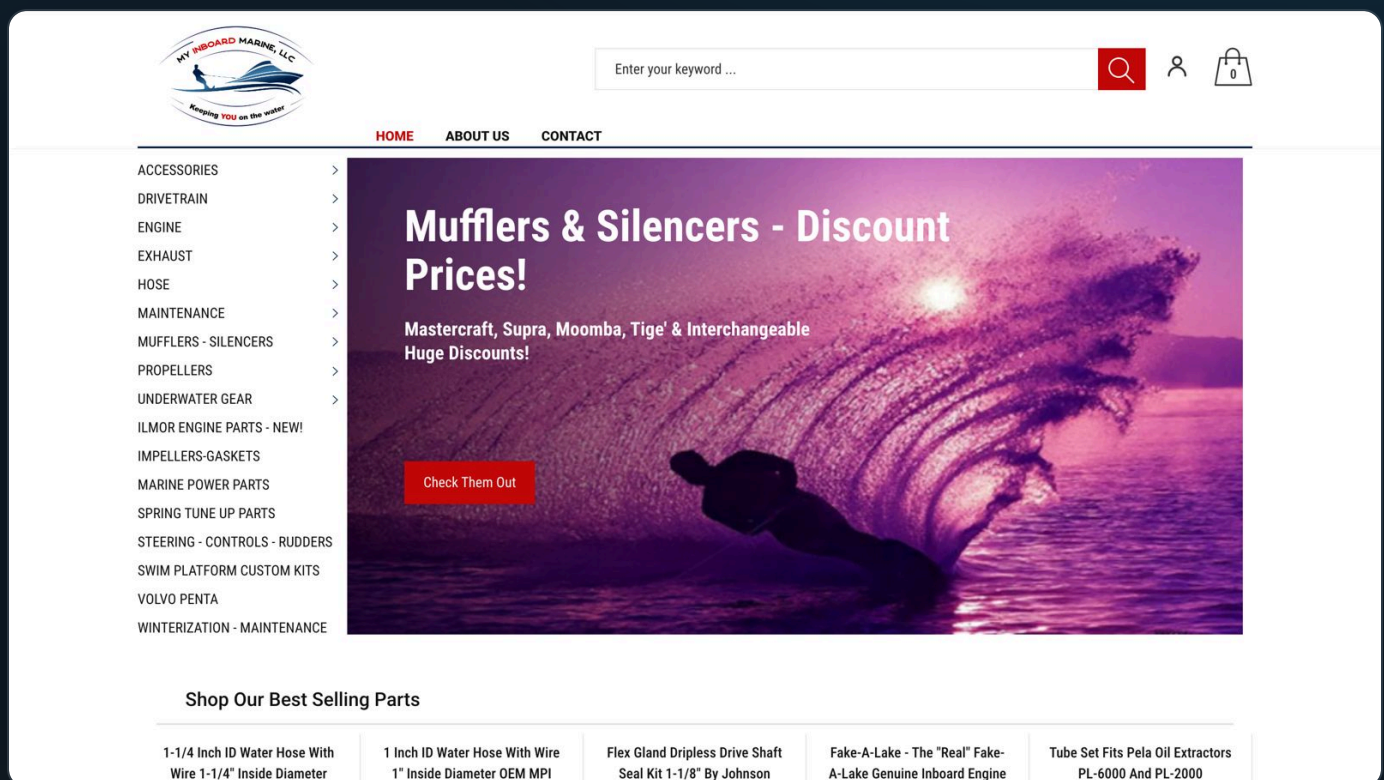


29% more orders from 21% fewer visitors.

How My Inboard Marine grew by building a store for buyers, not for looks.



+29%

Orders

-21%

Visitors

**2.10% →
3.42%**

Buying rate

+\$145K

Revenue

February to September 2026 against the same months of 2025. Visitors and orders from Shopify with bots removed; revenue from Google Analytics.

We weren't building the prettiest store on the water.

My Inboard Marine sells inboard engine parts to boat owners and the mechanics who keep them running: Crusader, PCM, Indmar, Faria, NGK, Sierra and more. It's a real business with a small team. Donny runs it and places every order with his suppliers, and the warehouse team picks, packs and ships.

When Donny and I started, the store was getting plenty of visitors, but only about 2 in every 100 of them bought anything. Paid traffic cost more every year. And behind the store, the business ran on supplier price files, spreadsheets and a lot of checking by hand.

So the goal was never a prettier store. It was growth: sell more to the people who were already visiting, and take the manual work off Donny's plate so he could run the business instead of babysitting it.

The goal was more sales from less traffic. Not the most beautiful store in the marine world.

AT A GLANCE

Business

Inboard marine engine parts

Platform

Shopify

Team

Owner plus a small warehouse crew

Started

November 2025

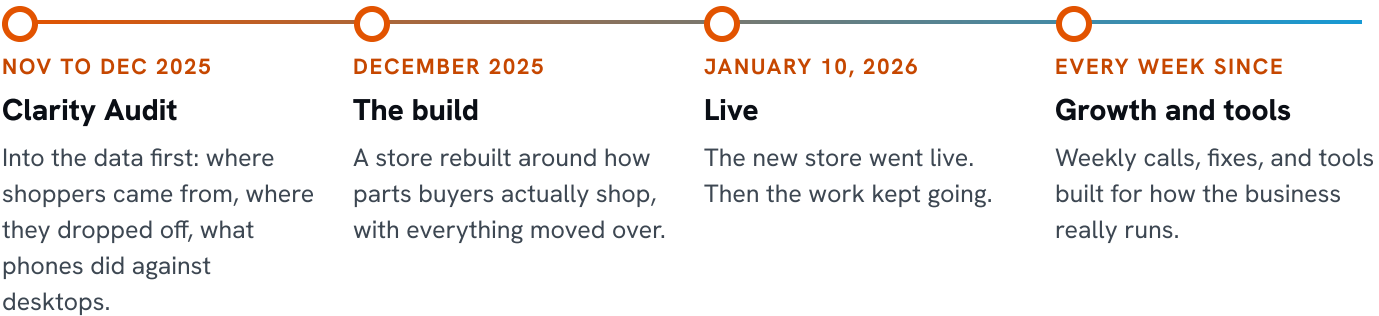
New store live

January 10, 2026

Compared

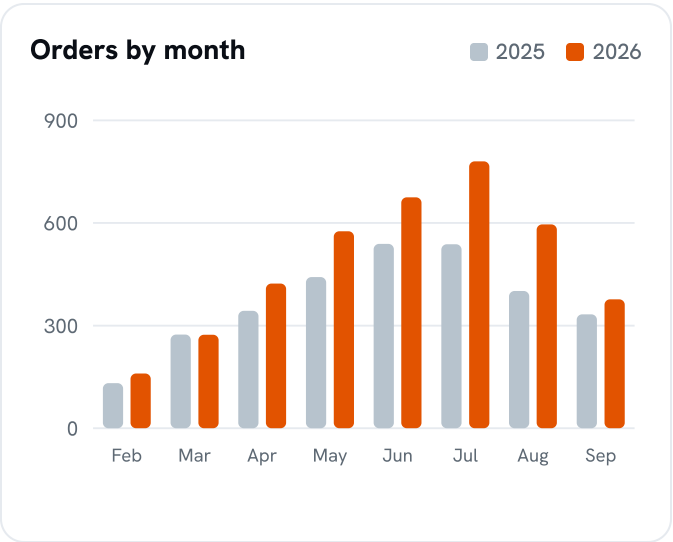
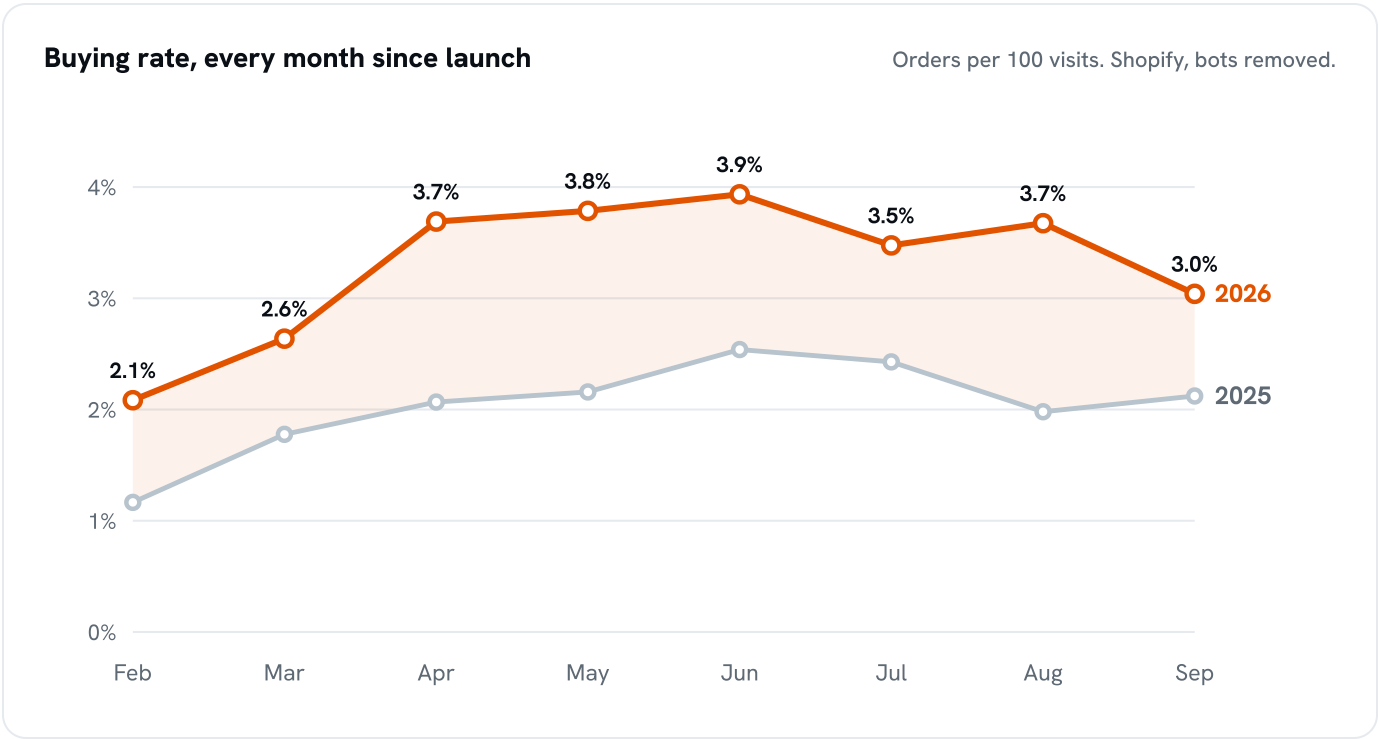
Feb to Sep 2026 against Feb to Sep 2025

How it ran



Fewer people came. Far more of them bought.

Every single month since launch, a bigger share of visitors bought. Traffic fell by about a fifth, and orders still rose by more than a quarter. That's what happens when the store does its job.



Phones did the heavy lifting.

2.05% → 3.49%

Phone buying rate, up 70%.
Phone orders up 42% on fewer
phone visits.

+26%

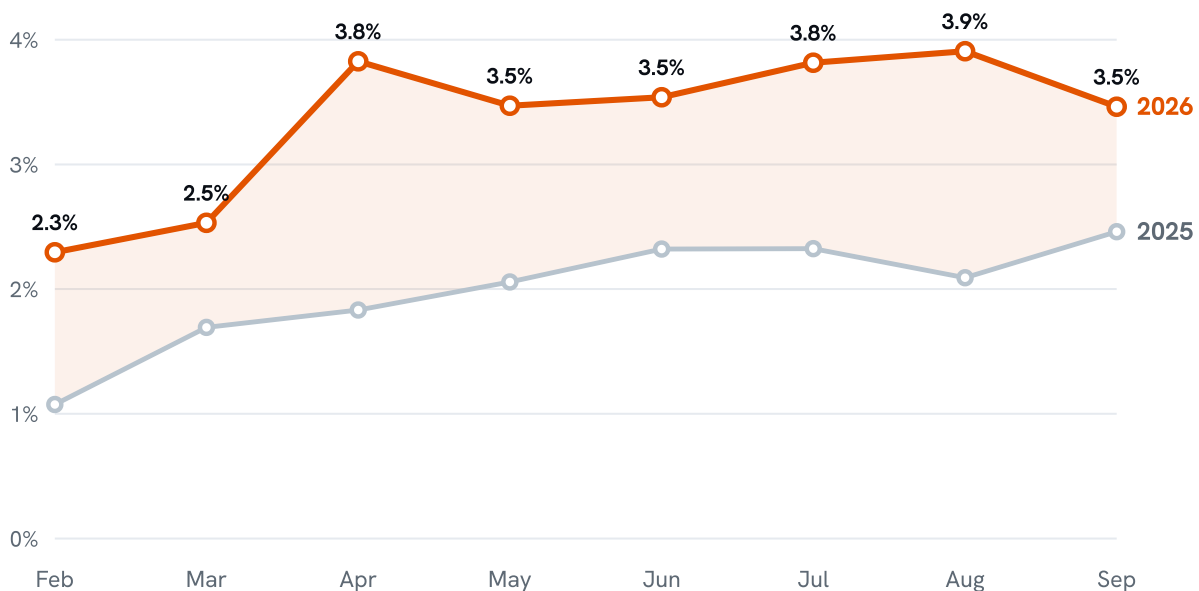
Orders from returning
customers. People came back
and bought again.

40 orders

From AI assistants like ChatGPT,
a channel that didn't exist for the
store in 2025.

Phone buying rate by month

Google Analytics, phones only.

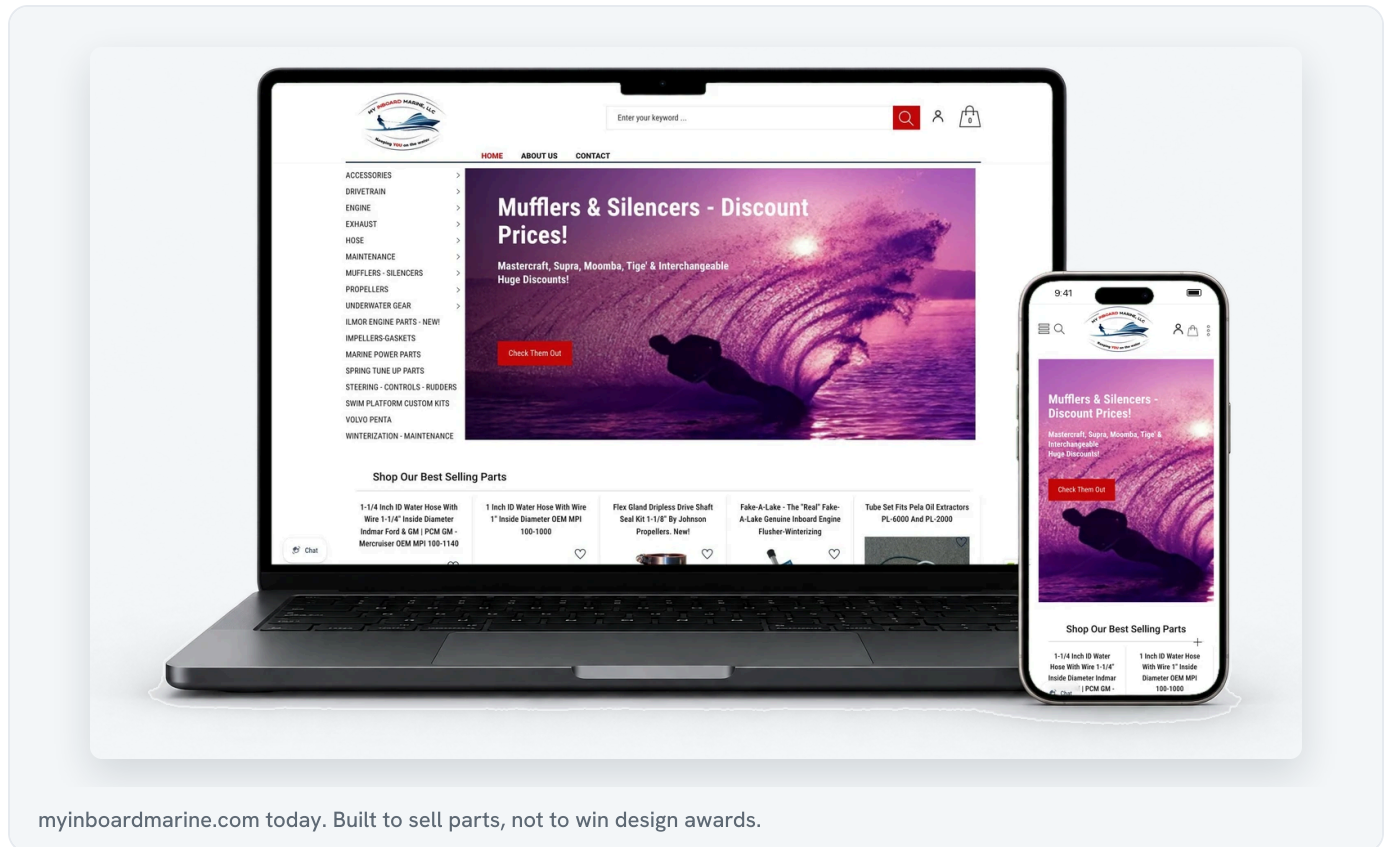


What moved the phone numbers

- ✓ **Add to cart that stays put.** On a phone, the add to cart button stays on screen while the shopper scrolls the product page.
- ✓ **A simpler cart.** Fewer steps and fewer distractions between the cart and the order.
- ✓ **A faster store.** Page caching, and scripts that only load on the pages that need them.

What changed on the store

Every change had one test: does it help a parts buyer find the right part and check out? Anything that didn't pass came off.



myinboardmarine.com today. Built to sell parts, not to win design awards.

Less noise, faster to the part

A decluttered header and homepage, best sellers right under the banner, fewer trust badges fighting for attention, and a faster store with page caching.

Honest prices

The sitewide strike-through "sale" prices came off. Parts buyers know what parts cost, and fake discounts cost trust.

No more mixed messages

International shipping copy that confused buyers came off every product page.

Product pages built to sell

A product page laid out for buying, with an add to cart button that stays on screen on phones, and a simpler cart.

Checkout without the upsell trap

The shipping protection add-on became a clear choice, with a full-size "checkout without coverage" button on the cart and the mini cart, so nobody abandons over it.

Selling where buyers already are

Selling through the Shop app and AI assistants like ChatGPT was switched on. AI assistants alone brought 40 orders from February to September.

What I built for Donny

A new store is the easy part. The growth came from fixing how the business runs behind it, with tools built for Donny's exact problems.

Supplier MAP pricing control

Donny's biggest supplier sends a price and inventory file every week, and selling below their minimum advertised price (MAP) can get him cut off. The app compares the file against his whole Shopify catalog and sorts it: below MAP, losing money, cost up, cost down, no match. He ticks the rows and pushes the fixes straight to Shopify.

Inventory forecasting

Projects what he'll sell in the next two weeks from the same weeks last year plus his growth rate, so Donny orders what he needs before he runs out, not after.

Reports he actually uses

A year-to-date revenue growth report pinned in Shopify, and a "have I ever sold it" report that follows a product even when its SKU changes.

Pack math that can't go backwards

Some parts are bought singly and sold in packs, others are bought by the roll and sold by the foot. The app knows which way the math goes. It caught a pack of spark plugs about to go live at \$1.50 against a real cost of \$96.16.

Pick tickets for the warehouse

Printed pick tickets for the warehouse, built around how orders actually get picked and packed, including what the customer paid.

A parts brain, in progress

An AI that reads about 200 supplier PDFs and answers year, make and model questions like "which impeller fits a 1985 351 PCM". It already gets that one right.

HOW THE MAP PRICING CONTROL WORKS, EVERY WEEK

1

Supplier file in

Donny uploads his supplier's weekly price and stock file.

2

Checked against Shopify

Every SKU is matched to his live catalog, with pack math applied.

3

Sorted for action

Below MAP, losing money, cost up, cost down, no match.

4

One click to fix

He ticks the rows and the new costs and prices go straight to Shopify.

Helping the business, not just the website

Most of the weekly work never shows on the storefront. It's the warehouse, the catalog and the decisions that keep a parts business profitable.

Never-sold inventory

A full report of every product that has never sold, checked against 26,487 orders going back to 2018, so Donny could clear dead stock without deleting anything that still sells.

A clearance plan that stays legal

A hidden clearance collection priced at cost with the discount behind a checkout code, which clears old stock and keeps him inside his suppliers' pricing rules.

A catalog shoppers can filter

Every product sorted into 12 clear categories with 12 filters, like engine platform, displacement and shaft bore size. 5,429 values loaded onto 2,470 products with zero errors, ready for the next version of the store.

Weekly, with the owner

A standing call every Friday. Donny brings what's in his way, and it gets fixed, built or planned. He learned to make many of the changes himself.

26,487 orders checked to find stock that never sold	2,470 products given clean filter data	5,429 filter values loaded, 0 errors	12 and 12 shopper categories and filters
---	--	--	--

"I'm not kidding when I said you saved the company. I'm not kidding. I'm serious."

Donny, owner of My Inboard Marine, August 2026

"The import of the price file from [the supplier] today was smooth as silk. LOVE IT MAN!!"

Donny, by email, September 2026

Watch Donny tell it himself: claritycommerce.io/case-studies/my-inboard-marine

What's next

- ✓ **Shop by part, not by guesswork.** The new categories and filters go live, so buyers can narrow 2,500 parts to the one that fits their engine.
- ✓ **Clear the dead stock.** The clearance collection launches to his existing customers.
- ✓ **Ask the store.** The parts brain moves from my machine to the store, so buyers can ask which part fits their boat.

Want this kind of growth from the traffic you already have?

I'll look at your store and your business, and tell you where I'd start.

Book a 15-minute call
claritycommerce.io