



# CASE STUDY

ACME MARINE GROUP | ECOMMERCE GROWTH & DIGITAL PARTNERSHIP

## SITUATION

ACME Marine Group (AMG) and Acme Propeller are trusted names in the marine industry, known for precision-engineered performance props and marine hardware.

As their business grew, they needed a stronger ecommerce foundation, better dealer tools, and a scalable digital strategy to support dealers and customers while expanding their reach across the U.S. and beyond.



WAKE UP... THROTTLE DOWN.

## WHAT VICI DID



### Ecommerce Growth & Optimization

Provided ongoing consultation to optimize the ecommerce experience, increase conversions, and drive sustained growth year over year.



### Custom Dealer Dashboard

Developed a fully self-managed dealer portal where dealers can place orders, view pricing, and track order status in real time.



### Shopify Collective Onboarding

Onboarded ACME to the Shopify Collective, enabling their products to be offered through other Shopify stores, expanding brand exposure and revenue channels.



### B2B Dealer Pricing Program

Led strategy and implementation of a custom B2B pricing program that has driven significant dealer growth and increased sales over the past two years.



### Ongoing Partnership & Support

Continued to work closely with the AMG team as strategic digital consultants to support innovation, performance, and long-term ecommerce success.

## KEY RESULTS



### INCREASED ONLINE REVENUE

Year-over-year growth driven by an enhanced ecommerce experience and strategy.



### STRONGER DEALER EXPERIENCE

Empowered dealers with self-service tools to manage orders and pricing efficiently.



### EXPANDED MARKET REACH

Shopify Collective integration opened new sales channels through a network of dealers.



### B2B PROGRAM DRIVING GROWTH

Dealer pricing program has seen major growth and increased loyalty.



### LONG-TERM DIGITAL PARTNERSHIP

3+ years of trusted partnership focused on continuous improvement and scale.

## SOLUTION

VICI has been a hands-on digital partner for ACME Marine Group and Acme Propeller for over 3 years.

We provided strategic ecommerce consultation, developed a custom dealer dashboard, and helped implement advanced B2B pricing and dealership tools—all within a robust Shopify ecosystem.

This partnership has positioned ACME for scalable growth while delivering a seamless experience for both customers and dealers.

## PLATFORM & FEATURES

- ✓ Shopify Plus Ecommerce Platform
- ✓ Custom Dealer Dashboard & Order Tracking
- ✓ B2B Dealer Pricing & Account Management
- ✓ Shopify Collective Integration
- ✓ Advanced Search & Product Filtering
- ✓ Mobile-Optimized Experience
- ✓ Ongoing Strategy & Growth Consultation



3+ YEARS PARTNERSHIP



DEALER-FOCUSED GROWTH



BUILT FOR THE FUTURE



vicio.io



Grand Rapids, MI