



SITUATION

Macnaught USA entered the U.S. market with a strong Australian brand heritage and a broad catalog of fluid-handling, lubrication, hose-reel, and flow-meter products.

During its WooCommerce era, the business needed a site strategy that could support both standard SKU ecommerce and custom-build flow meter solutions, while also supporting USA and Canada market needs.

The company needed long-term ecommerce guidance, strategic consulting, and a collaborative approach that helped its in-house team grow the site and strengthen Macnaught's U.S. position.

WHAT VICI DID

- ✓ Worked with Macnaught for 10+ years through its WooCommerce era and beyond.
- ✓ Partnered closely with the business to guide ecommerce strategy for the U.S. and Canada sites.
- ✓ Helped shape a site experience that supports both SKU-based products and custom-build flow meter solutions.
- ✓ Worked alongside the in-house team on structure, merchandising, and user experience strategy.
- ✓ Continued consulting with the in-house marketing team to support growth, content, and site performance.
- ✓ Helped grow Macnaught USA from an Australian entrant into one of the top U.S. fluid-handling brands.

KEY RESULTS

10+ Years

Strategic Partnership

Long-term consulting and ecommerce guidance across multiple stages of growth.



USA + CA

Dual-Site Support

Strategic collaboration across both the U.S. and Canadian digital presence.



Top U.S.

Market Position

Helped strengthen Macnaught USA into a leading fluid-handling brand in the U.S. market.



SOLUTION

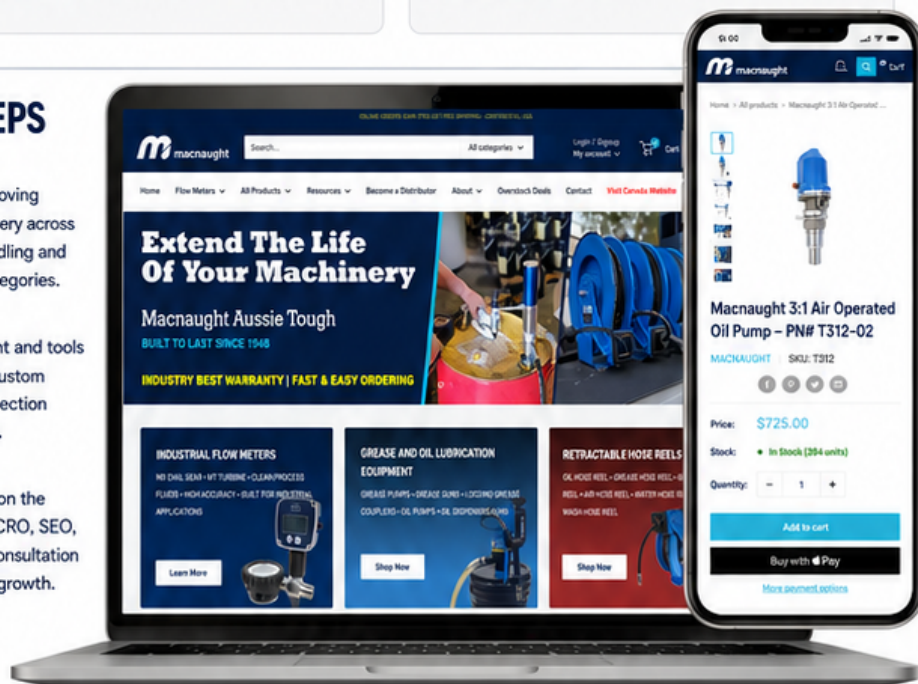
VICI partnered with Macnaught USA over the long term to support ecommerce strategy, site structure, and digital growth planning.

Working alongside the in-house team, we helped guide the WooCommerce-era experience and the broader strategy behind two distinct ecommerce needs: selling standard catalog SKUs and supporting custom-build flow meter solutions on the same site.

By combining consulting, merchandising strategy, and ongoing collaboration with the marketing team, Macnaught USA built a stronger digital presence designed to support continued U.S. growth.

NEXT STEPS

- ✓ Continue improving product discovery across core fluid-handling and lubrication categories.
- ✓ Expand content and tools that support custom flow-meter selection and education.
- ✓ Keep building on the strategy with CRO, SEO, and ongoing consultation for long-term growth.



LET'S BUILD WHAT'S NEXT

VICI helps ambitious ecommerce brands turn better websites into better growth systems.



vicio.io



Grand Rapids, MI