

Case Study

Amarr & EXADEL

A Seamless Experience that Opens Doors

How Amarr and Exadel Supercharged
the Amarr “Door Designer” with SSR

+37%

more users reaching the
final step

+76%

increase in total users over
a four-month period

About **The Company**

Amarr is one of North America’s most recognized garage door manufacturers. Their customers aren’t just buying doors—**they’re investing in curb appeal, function, and peace of mind.**

To help people visualize the perfect fit, Amarr created the “Door Designer”—an interactive tool that lets users mock up garage doors on model homes or even their own photos.

It’s designed to be simple, visual, and personal.

The Challenge

The Door Designer helped customers bring their ideas to life—but friction slowed them down.

Slower load times and mobile glitches caused drop-offs, with some users forced to repeat steps before completing their design.

Amarr saw an opportunity to fix this and deliver a truly seamless experience. From day one, their marketing team championed a solution that would keep every customer journey smooth, fast, and frustration-free across all devices.

The Solution

Exadel's Digital Experience team didn't just make the Door Designer faster—we redesigned the entire journey to keep users moving forward and converting.

A key part of the upgrade was migrating to server-side rendering (SSR)—building pages on the server and delivering them ready to display in the browser. The result: faster loads, no mobile glitches, and a seamless flow from start to finish.

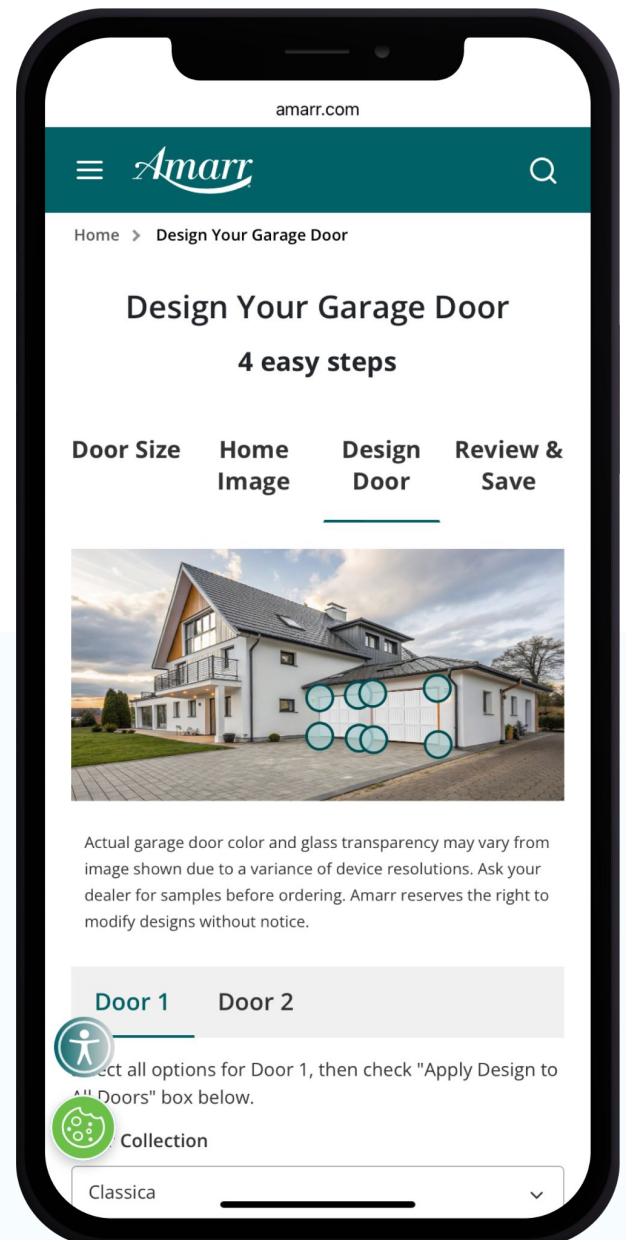
Now every visitor gets a friction-free experience—and more of them make it all the way to a finished design.



Our collaboration with Exadel reflects Amarr's commitment to combining smart digital tools with intuitive online experiences that help potential customers make confident, informed decisions. Together, we're continuously enhancing the Door Designer to align with the way today's buyers explore, visualize, and choose their perfect garage door.

Breanna Griffen

Digital Marketing Manager, Amarr



Key Experience Improvements

Door Size Step

Users can't proceed until hint data is fully loaded—no more misfires.

Design Step

New 70–30 and 60–40 layout ratios give users more control. Dropdowns and modals open smoothly—no more jumping or visual glitches. Larger visuals make the tool much easier to read on mobile.

Home Image Step

Default photos are now crisp, quick-loading, and mobile-optimized. If an image fails to load, the tool skips it—no more broken visuals.

Review & Save Step

Layouts are no longer distorted in PDF downloads. ReCAPTCHA only triggers when necessary and the form fields reset cleanly after submission. Behind the scenes, mobile performance scores nearly doubled—and desktop metrics soared. Accessibility, best practices, and SEO also made solid gains across the board.

Business Impact

You can feel the difference—and measure it:

37%

more users completed the journey

76%

increase in total users

More visitors found the tool **through search—organically**

Smoother flows kept users engaged through to the end

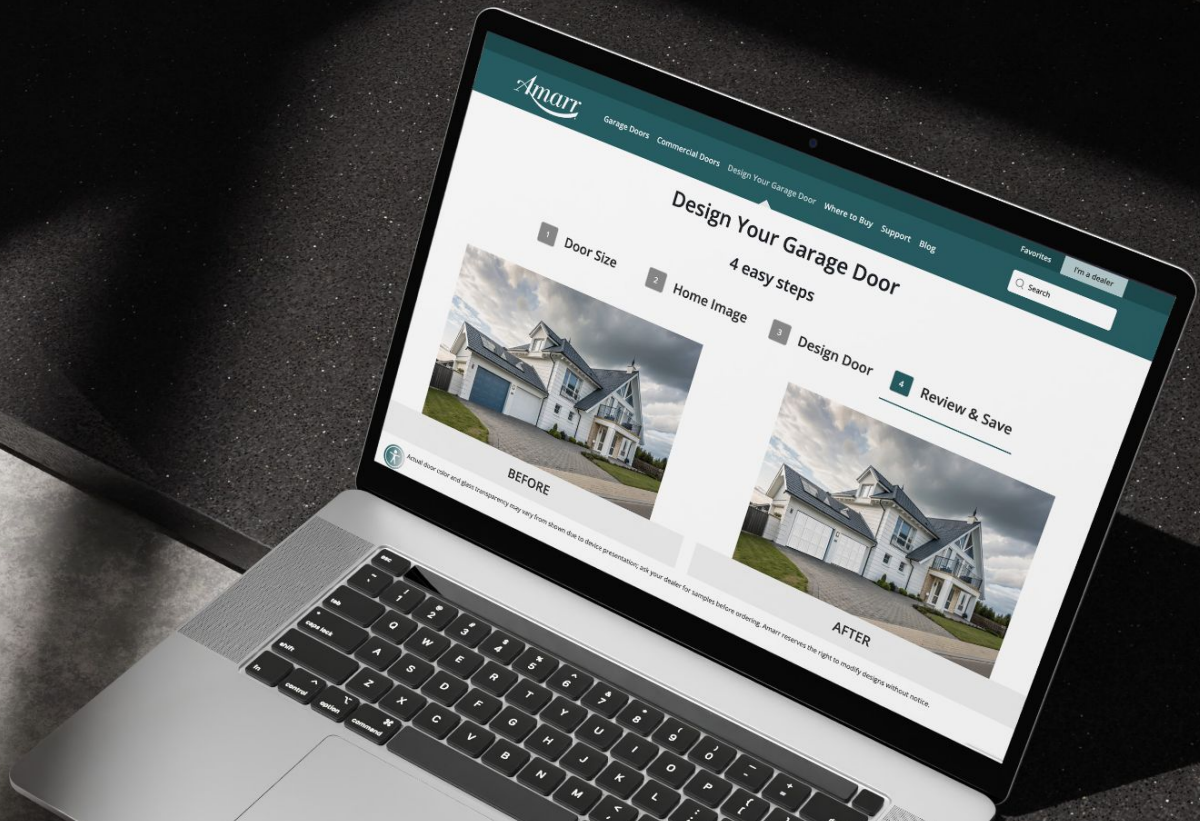
This wasn't about tearing things down. It was about refining what worked—removing friction, improving every step, and turning a good tool into a conversion engine. The result? **More completions, more leads, and a success story that got attention across the business.**

Legacy and Momentum

That momentum didn't stop inside the company. The redesigned tool has also earned positive feedback from dealers, customers, and stakeholders—reinforcing its value beyond Amarr's walls. And it all came together thanks to the collaborative efforts of Exadel and the Amarr marketing team, ensuring that the experience stayed true to what customers actually need.

As **Lev Shur**, Head of Digital Experience at Exadel, put it:

This was a big win for usability—and for business. It shows how performance fixes can translate directly into pipeline. //



This isn't just a success story.

It's a replicable playbook. And it's already being used to guide other digital experience upgrades across Exadel clients.

Start designing
with *Amarr*

Build Smarter DX
with Exadel