



WHAT IS HYVÄ?

The lightweight, ultra fast and time saving Magento frontend.



Hyvä is a built-from-scratch Magento 2 frontend that makes your online store ultra fast and performant. Hyvä saves you tons of development time and has the fastest ROI in the market.

Sales & Marketing

- Get **more traffic** for the same advertising budget;
- Get **better conversion rates** without spending extra on marketing technologies.

Technology

- **Reduce** your customization time by half and in turn lessen your development cost and time-to-market;
- Treat your developers with a framework and community **they will love**. Hyvä is quick to learn, fun and rewarding.

Finance

- Get smooth approval with the **transparent and easy** Hyvä license pricing;
- **Boost** your bottom line:
higher conversion = more orders with the same budget = more profit.



Hyvä | 'hyvæ | [Finnish ⇌ English]

Good, Desirable, Trustworthy

The Finnish meaning of our name is ingrained in our DNA. We set out to build the best Magento products we possibly can. Our products bring value to merchants, developers, agencies and ultimately: end users of your Magento based website.



With the use of Hyvä Themes, *Citizen Watch* was able to provide a seamless shopping experience on all devices, which contributed to an increase in conversions by **36%** and revenue by **147%**.

We now understand why our agency *Foundation Commerce* recommended it in the first place, the whole development process was also **hassle free** and **cost effective...**¹

IT Manager — *Citizen Watch*

Continue reading →

CITIZEN

powered by **hyvä**



Conversion
+36%



Revenue
+147%

 FOUNDATION
COMMERCE

How does Hyvä work?

Hyvä's innovation comes from deconstructing Magento 2 and rebuilding a frontend from scratch with lighter frameworks and without the heavy and complex bits so your website pages load much faster.

As a result, your **Core Web Vital** scores are drastically improved, which has a positive impact on:

- Your ranking on Google Search Result Pages;
- Your **bounce rate**: visitors are 24% less likely to leave while your pages are loading.¹



The Hyvä Ecosystem

50+

Countries



600+

Live stores²



500

Stores in
the making²



2,750+

Developers
on Slack



400+

Agencies
(+40% YoY)



250+

Compatible
extensions



¹ The Science Behind Web Vitals

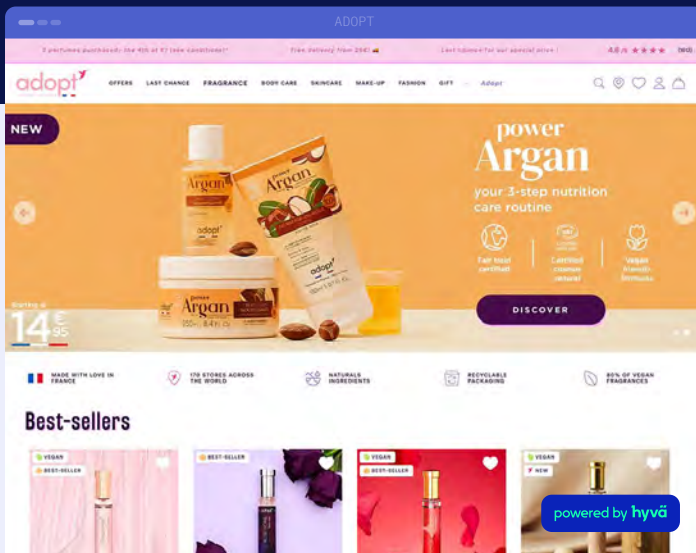
² Data as of December 31st, 2022

hyvää

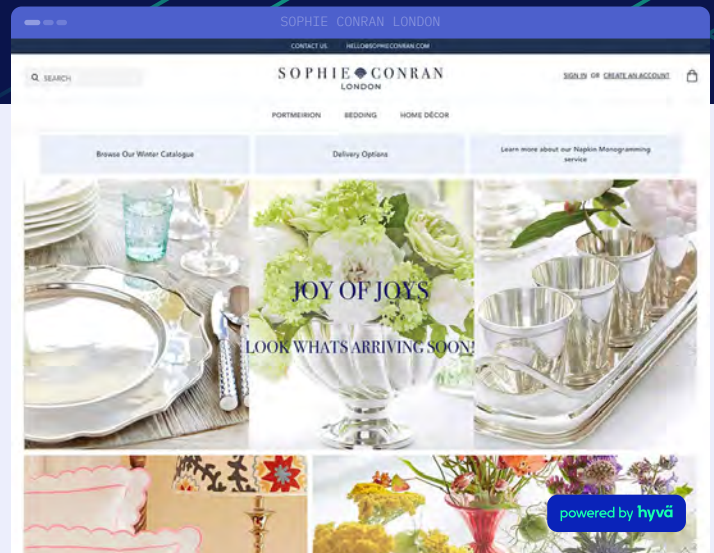


HYVÄ CLIENTS

Powered by Hyvää



Adopt Fragrances



Sophie Conran London

CITIZEN



LA MAISON DU CHOCOLAT
PARIS

Iomography



munchkin
it's the little things.

K I N G

L'Atelier d'
Amaya
BIJOUX



We waited a long time to move off of M1 because M2 never felt ready - Hyvää really changed that for us. It's been a challenging road for many reasons as we built the website in-house with our small development team, but I think the outcome wouldn't have been anywhere near as successful if not for the joy of working with Hyvää."

Jordan Lee, Software Developer

The Gamesmen





Features and Pricing



Hyvä is a company, a tool, a framework, a community and a suite of products. Our hero product, **Hyvä Themes**, allows you to streamline your whole website or selected pages so that they load much faster and are customized the way you want with minimal effort.



What you'll get

- Unlimited updates;
- Full access to the Hyvä Themes code via Private Packagist;
- Access to third-party compatibility modules;
- Support and Community access on our private Slack workspace;
- Online documentation.

Pricing

- One-time purchase fee of €1,000;
- No set up fees, no recurring fees;
- Valid for one Magento 2 installation with unlimited domains and storeviews.

Find out more



Frequently Asked Questions

Why choose Open Source vs SaaS eCommerce platform?



Adobe Commerce Compatibility



What other products are in the pipeline?



How do I know the technology is here to stay?



Frequently Asked Questions



Why choose Open Source vs SaaS e-commerce platform?

SaaS is a hassle free way for smaller merchants to start a business and test the market with a limited number of SKUs. As the businesses grow, eCommerce websites need more advanced functionalities, more choices for payment and shipping vendors and be able to scale fast without paying a hefty commission.

That's where Open Source comes in. Magento for example has the largest and most vibrant ecosystem of developers and extensions that provide tested and out-of-the box solutions for any functionalities you can think of across all the industry verticals and regional market specificities.

Adobe Commerce Compatibility

Although Hyvä was originally built for Magento Open Source, our Theme has been adopted by many Adobe Commerce websites such as Atelier Amaya, Adopt, Gamesmen, Citizen Watch or Sophie Conran, with frequent contributions from their in-house developers or agencies to our Community. Based on this success, we are taking it to the next level and aiming to make Hyvä Themes 100% ready in 2023.

What other products are in the pipeline?

Hyvä Checkout is already available as Early Access. Once you drive a lot more traffic and conversion through superior Web Core vitals, the last hurdle to convert it all into orders is checkout. We know how painful it is for all eCommerce websites to remove most of the friction point and customize checkout the way you envision it. We are thrilled to have built a solution who can now make it happen.

Hyvä UI is next in line with a library of gorgeous design elements that already connect with your Magento store's functionality so it's easier for you to adapt your design to your brand, industry best practices and customer preferences.

How do I know the technology is here to stay?

The company is bootstrapped, profitable and growing organically at an extremely high pace. The best talents were found from all over the European Union and the company can rely on support from over 400 agencies worldwide and hundreds of extension vendors to accelerate adoption and extensibility of Hyvä products

Because it leverages the power of Open Source, the theme is not reliant on one company, but actually hundreds of companies are working on it. This makes it much more solid than experimental new products that can be flushed down the drain by big corporations any time.

Many Global corporations were early adopters as they understand how low risk it is: ROI is immediate, usually within months if not weeks. That's why adoption rate of Hyvä among Solutions Integrators, Solution Providers and Merchants is higher than any other frontend at the moment.



CLIENT TESTIMONIAL

Citizen Watch

“

Citizen is a well-established international brand with over a hundred-year history. They were the first to create quartz crystal and titanium timepieces, and have been advocating for the environment since 1976. Read how they used Hyvä to build the online storefront they envisioned for the UK

CITIZEN

The first and most noticeable benefit was the improvement in website design and user experience. Hyvä Themes’ sleek and modern designs gave Citizen Watch’s website a fresh and professional look that resonated with its target audience. This resulted in a significant increase in website traffic and customer engagement.

In addition to its attractive design, the website was also optimized for speed and mobile responsiveness. This was crucial, as a large portion of Citizen Watch’s customers were shopping on their mobile devices. With the use of Hyvä Themes, Citizen Watch was able to provide a seamless shopping experience on all devices, which contributed to an increase in conversions by 36% and revenue by 147%.

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IT Manager — *Citizen Watch*

