



E-commerce

TOP 10

Case Studies



THE PROBLEM

Their business has been around since 2016 and they did great on Amazon, however, they had struggled getting sales through their website. They struggled to really get their email program and strategy off the ground. Their strategy was sporadic and reactive. The highest revenue month was \$6,162 in platform before we took control of their account.

PRODUCTS



PAID
SEARCH



EMAIL



CLIENT TESTIMONIAL

"Sammy and Andrew are great. Sammy makes great recommendations, and Andrew prepares emails ahead of time. Their overall communication is also good. The company has generated \$126,000 in sales, a 330% increase from their previous figures."



THE SOLUTION: PAID SEARCH

Bunny James Boxes has been around since 2016 and they have had great success selling on Amazon however they struggled getting sales through their website. They came to Digalax hoping to increase website sales through paid search in an effort to diversify from Amazon.

- ✓ Utilized smart shopping
- ✓ Fully optimized shopping feed
- ✓ New titles with high volume keywords
- ✓ Added proper attributes
- ✓ Search campaign restructure
- ✓ Keyword testing
- ✓ Ad copy testing
- ✓ A / B testing landing pages
- ✓ Ensured accurate conversion tracking for all KPIs

THE RESULTS

By implementing best practices we were able to grow website revenue in the month of December to **\$126,000** while maintaining their goal of a **2x ROAS** (an increase of 329% YoY). Through the efforts of paid search we generated over **25,000 new users** which we will utilize in our remarketing lists for the remainder of the year.

Return on ad
spend:

2x

25,000

new users



THE SOLUTION: EMAIL

- ✓ A clear strategy focused on optimizing automations and campaigns
- ✓ Implemented a popup using best practices for timing and messaging
- ✓ Optimized their Welcome Series
- ✓ Content hierarchy to drive clicks
- ✓ Clear CTAs
- ✓ Email campaign sends on key days during the holiday rush and gifting season

THE RESULTS

\$27,617 in revenue generated in platform. This represents a 393% increase YoY (compared to December 2020).

1,860 new sign ups—a 530% increase from November.

393%

increase in revenue
year-over-year

530%

increase in sign ups



THE PROBLEM

Crossover Symmetry was looking for someone who could scale their Facebook advertising and increase their revenue while maintaining profitability. They wanted a partner that could grow their current efforts in the United States so they would then be in a place where they could expand to Europe and Canada.

THE SOLUTION

We scaled their advertising efforts on Facebook by:

- ◆ Introducing Dynamic Retargeting
- ◆ Writing ad copy that gave more details on the product
- ◆ Researching buyer personas and expanding them to include other applicable athletes
- ◆ Creating highly engaging ads and stacking the social proof generated from these ads throughout all campaigns

THE RESULT

After 3 months, their monthly **revenue from Facebook advertising increased by 158%** (\$38,444 in January, \$60,887 in April). Crossover Symmetry continues to scale their marketing efforts, has become a CRO client as well as expanding Facebook advertising into Europe and Canada.

+158%

increase in monthly revenue

CLIENT TESTIMONIAL

“Digalax has continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our Facebook advertising continues to evolve with the changing landscape and our onsite optimization keeps getting better. We are very pleased with Digalax.”

—Bart Pair, COO



CROSSOVER
SYMMETRY

THE PROBLEM

The users aren't seeing the right information in the right order. Consequently, we're not seeing the conversion results we're looking for.

THE SOLUTION

We ran an existence test to help determine what information was vital and what wasn't. From those tests, we hypothesized on winning formats and reformatted the product pages to move information vital to completing a purchase above the fold.

THE RESULT

86.04% increase in revenue. \$37,787.80 projected increase in revenue per month.

\$38k

projected increase
in monthly
revenue

CLIENT TESTIMONIAL

“Digalax is different than the other firms I have worked with. They have continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our onsite optimization keeps getting better.”

—Bart Pair, COO



nani

S W I M W E A R

THE MARKET

Nani is an active swimwear company started in 2016 that set out to provide women of all shapes and sizes with swimsuit options for an active outdoor lifestyle. The fashion industry is ever evolving, which requires a fast-paced approach to day-to-day business activities, but no one could have anticipated the unique challenges the pandemic would present to the industry as a whole when it came to world-wide supply chains, sourcing and labor.

In addition, as the world reopened and a new way of life emerged, travel habits and outdoor/lifestyle activities had also evolved and changed. It will take time to determine the full impact of the pandemic, but it is clear even today in 2021 that the effects will be felt well into the future.

Positioned in the marketplace as the active swimwear company that rejected the predictable swimwear extremes ranging from “frumpy grandma” to “itsy bitsy string bikini”, Nani created a swimwear line that celebrated every woman, embracing each woman’s unique curves and beauty.

+510%

**more revenue
year-over-
year**

THE CHALLENGE

As a newer company, Nani's goal remained to capture market share and grow revenue and brand awareness. With the effects of the pandemic on the market, Nani was faced not only with the inevitable challenges that come with growth, but the additional challenges the pandemic brought to supply chain, sourcing, labor, shipping, etc as well as shifting uncertainty in the day to day of consumers. In addition, introduction of iOS14 and other changes in the digital landscape necessitated evolving the way they marketed their products.

THE SOLUTION

Nani brought the Digalax team on to address changes in the digital landscape, as well as the challenges brought on by the pandemic. Our team was able to strategize with them and come up with winning strategies that resulted in significant growth and positively impacted their business.

The first was to expand Nani's marketing services to connect with potential consumers within their target audience, and to define the customer journey.

Secondly, the Digalax team tested advertising creative and doubled-down on winning content, elevating user-generated content and growing their digital presence and social audience.

THE RESULTS

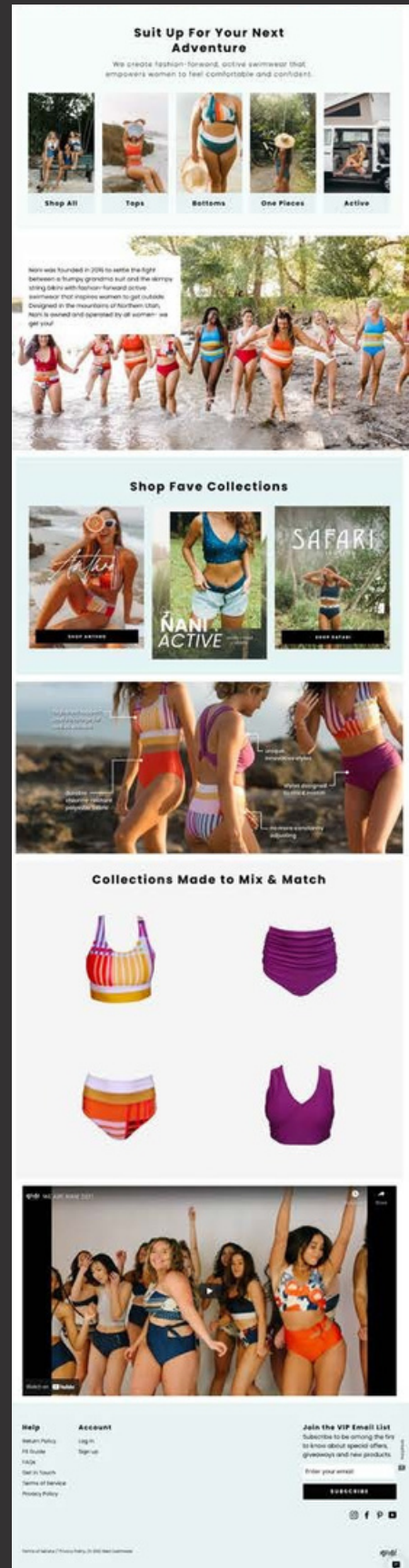
YTD Nani has driven **510% more revenue** Testing user-generated content on YouTube:

75.97% decrease in Cost Per Adds to Cart

+942.56% lift in Adds to Cart

+150.55% increase in TOF YouTube

Spend



YOY TRAFFIC CHANGES

Users increased by Sessions increased by

285% 262%

Average session duration increased by:

8.58%

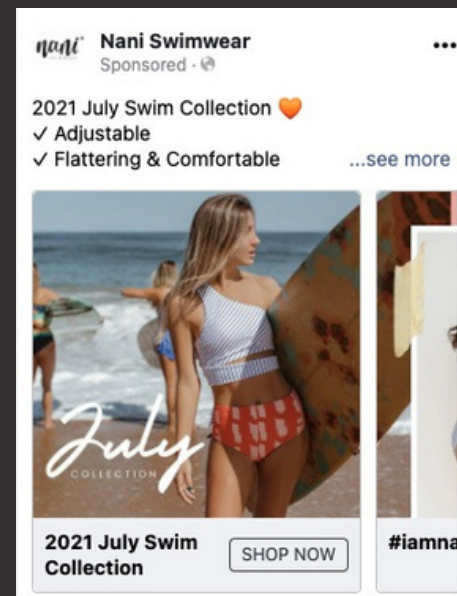
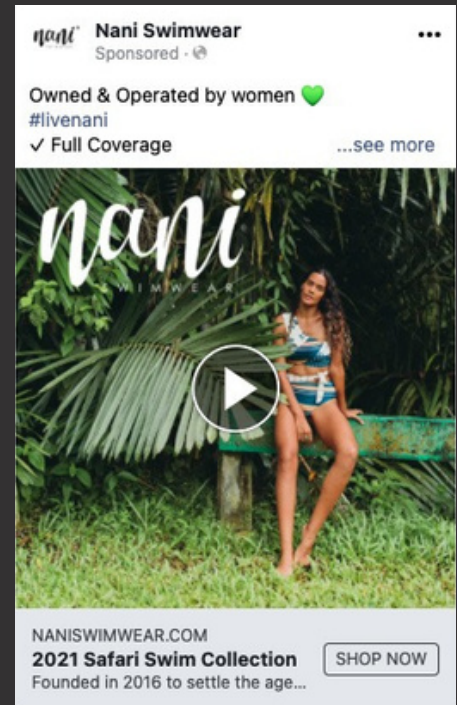
Conversion rate increased by:

327%



PLATFORM SHIFT TO FULL-FUNNEL

Addressing Nani's entire purchase funnel was key to scaling traffic and results. 2021 had a much larger emphasis on top-of-funnel traffic, particularly on YouTube and Display. All marketing platforms were set up to generate traffic in all stages of the funnel, and progress the customer through the funnel.



UGC content delivered **16% of total platform revenue** when launched / tested in March, but only comprised **5.5% of active content**.



three bird nest

THEIR STORY

In November 2011, Three Bird Nest started out as a one-woman Etsy shop where Alicia Shaffer shared her handmade, bohemian-inspired headbands and accessories. Now the online store delivers flowing, ruffly and flared “Boho” apparel, jewelry and accessories to customers worldwide.

Three Bird Nest wanted to learn what type of ad creative would be the most effective for attracting customers and encouraging higher-value purchases on its website.

THE SOLUTION

Because of different types of ad creative may perform differently for different companies, Three Bird Nest wanted to develop a campaign strategy that was based on what was most specifically effective for its customers. To discover the best ratio for photo ads, the online retailer worked with the agency Digalax to develop compelling photo ads in different proportions—1:1 square and 16:9 horizontal.

METHODS



PHOTO ADS

Inspire your audience with photo ads.



MEASUREMENTS

Make better marketing decisions based on insights

TESTIMONIAL

“We have continually seen the success that Facebook drives from a conversion standpoint for Three Bird Nest. The lift study drove additional insights on the impact that conversion-focused ads are having in each step of the funnel.”

—Rachel Ricks, Social Technical Lead, Digalax

SETTING UP THE CAMPAIGN

The team consolidated the number of ad sets (reducing to 2 ad sets per campaign) and showed bold photo ads in both shapes to the same broad Custom Audience made up of women aged 35 and older who were interested in dresses and bohemian style or similar fashion brands. The team also used auto-advanced matching, which uses information input by customers on the business website to better attribute sales to ads (personal information is "hashed" or anonymized, so no personally identifiable information is collected or matched).

BRAND+CONVERSION LIFT STUDY

To discover the best-performing creative, the team ran a 2-cell combined lift study to see if a 1:1 ad creative ratio or a 16:9 ratio would be better for lifting brand and conversion results. Combined lift studies work by showing ads to a group of people, then surveying them about the ads and measuring their purchases. The study then compares their answers and purchases to those of a control group of similar people who did not see the ads.

Questions for the survey included:

"How likely are you to consider Three Bird Nest the next time you want to shop for Boho Clothing?"

How familiar are you with Three Bird Nest?"

While the horizontal ads did bring positive results, the study found square image ads worked best for Three Bird Nest in this instance. The study also proved that even while the advertiser was optimizing the ad campaign for purchases, the photo ads also lifted brand awareness at the same time.

6.9-point lift in purchase intent for square ad creative

7.5-point lift in brand awareness for square ad creative

Return on ad spend for square ad creative increased to

2.1x

52%

increase in purchases for square ad creative

THEIR SUCCESS

Three Bird Nest's test of different ratios for photo ads ran from April 24-May 22, 2019.

The experiment proved the value of testing to find out what works best for an individual business, and the conversion and brand lift studies revealed the following results:

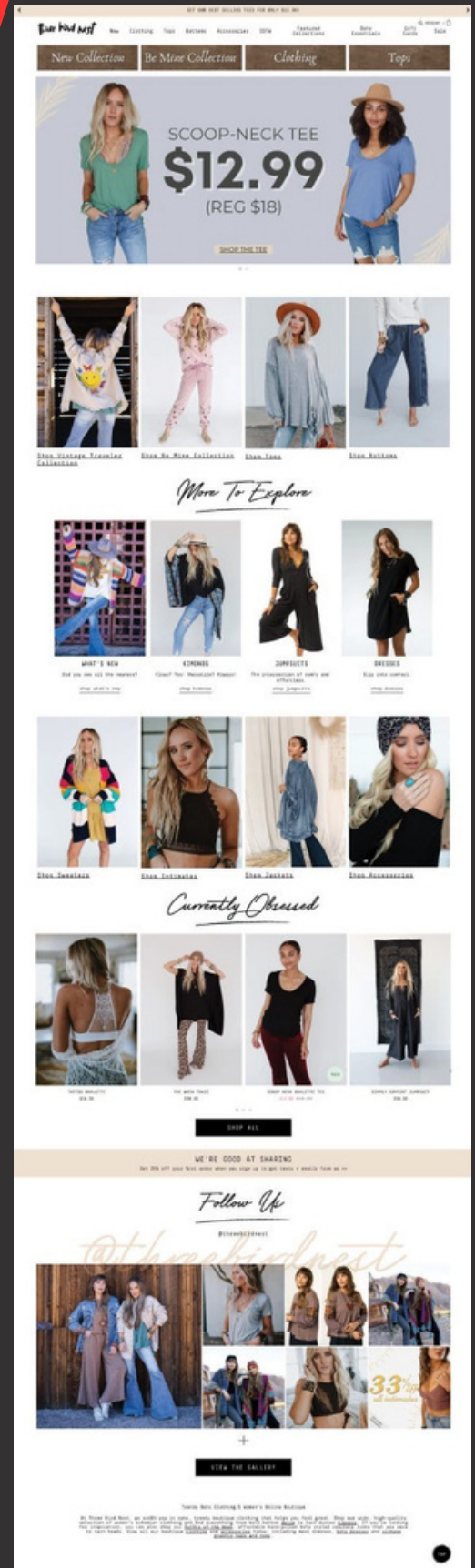
6.9-point lift in purchase intent for square ad creative.

7.5-point lift in brand awareness for square ad creative.

2.1x return on ad spend for square ad creative.

52% increase in purchases for square ad creative.

1.2x return on ad spend for horizontal creative.





THE CLIENT

Standartpark is a trade and engineering company working in the field of collection, purification, drainage, engineering and landscaping. They are represented in 11 countries and have 40 sales offices.

Standartpark has been providing their customers with quality products and exemplary service for over 20 years. They manufacture their own products. Their range of products is the optimum combination of reliability and accuracy.

THE PROBLEM

The client was managing the Amazon platform and marketing campaigns himself and was having trouble scaling his revenue.

THE SOLUTION

Our strategy was in three parts:

1. Build out client's Amazon storefront
2. Optimized product listing to rank better for keywords and increase conversion rates
3. More efficient PPC campaigns

+97%

**increase in
year-over-year
revenue**

+30%

**increase in
return on
investment**

THE TACTICS

For organic we added more comprehensive bullet points, better search term / keyword targeting, and included higher ranking keywords in titles.

In paid channels we added negative keywords to their existing broad campaigns as well as added bid restrictions on broad campaigns. We also built brand defense, competitor targeting, and manual keyword campaigns.

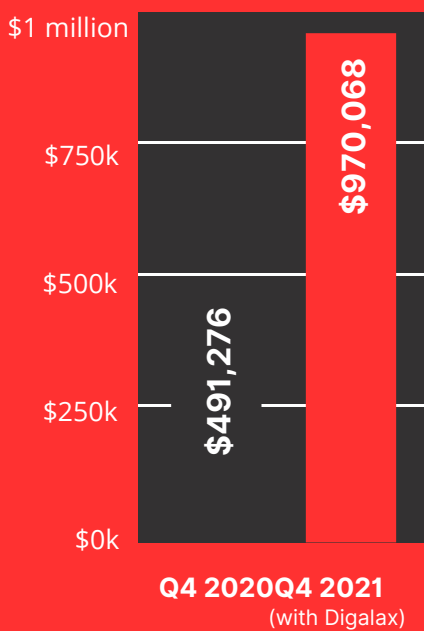
THE RESULTS

After we started managing the client's account we saw a **97% increase in Q4 revenue YoY.**

\$478,792 in Q4 sales

a 30% increase in ROI.

REVENUE



ROI RESULTS

