

ECOMMERCE CASE STUDY

Problem

The client was on a two year downside after not investing into their online marketing presence. Sparklers Online was one of the first online brands selling sparklers to consumers and organically ranked very well until the competitive landscape caught up and began outranking and outselling the brand. By 2017, Sparkers Online was down over 70% in organic sessions over the previous year.

Goal

Revenue

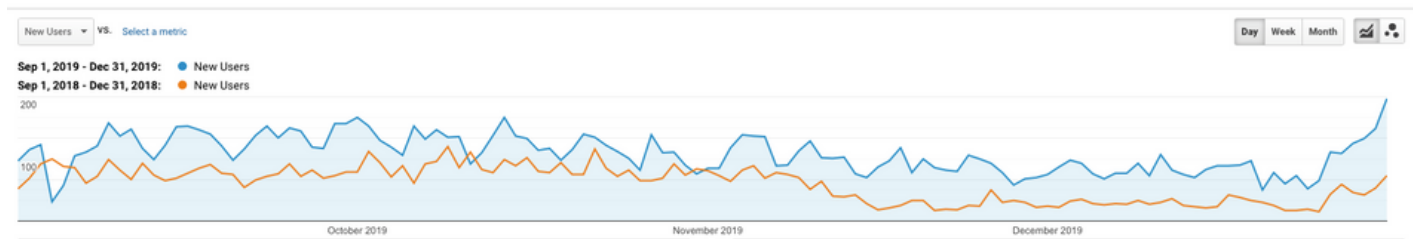
Solution

1. New conversion oriented site focused on brand authority and recognition with clear product offerings. All optimized for search.
3. SEO after site launch with an expected 6-9 month timeline to see quality leads from Google pick up (SEO launched in February 2019. Target timeline for results Aug-Oct 2019.
4. Hyper Optimized Hosting (both to benefit Google & user experience)

Outcome

Q4 YOY results (8 months after site launch, hosting optimization, & SEO efforts)

- 80% more new users and sessions from Google
- 47.29% increase in avg. session duration
- 53.92% increase in organic conversion rate
- 178.43% more conversions from Google
- **78.73% more revenue from Google (\$12,182.31 increase YOY)**



Source ?	Acquisition			Behavior			Conversions <small>Goal 1: Sale Completed</small>	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Sale Completed (Goal 1 Conversion Rate) ?	Sale Completed (Goal 1 Completions) ?
	80.57% ▲ <small>13,487 vs 7,469</small>	80.94% ▲ <small>13,230 vs 7,312</small>	80.89% ▲ <small>15,072 vs 8,332</small>	35.81% ▲ <small>67.95% vs 50.04%</small>	2.56% ▲ <small>2.18 vs 2.13</small>	47.29% ▲ <small>00:01:31 vs 00:01:02</small>	53.92% ▲ <small>2.83% vs 1.84%</small>	178.43% ▲ <small>426 vs 153</small>
1. google								
Sep 1, 2019 - Dec 31, 2019	13,487 (100.00%)	13,230 (100.00%)	15,072 (100.00%)	67.95%	2.18	00:01:31	2.83%	426 (100.00%)
Sep 1, 2018 - Dec 31, 2018	7,469 (100.00%)	7,312 (100.00%)	8,332 (100.00%)	50.04%	2.13	00:01:02	1.84%	153 (100.00%)
% Change	80.57%	80.94%	80.89%	35.81%	2.56%	47.29%	53.92%	178.43%

Source ?	Users ?	Sessions ?	Revenue ?	Transactions ?
	80.57% ▲ <small>13,487 vs 7,469</small>	80.89% ▲ <small>15,072 vs 8,332</small>	78.73% ▲ <small>\$27,655.05 vs \$15,472.74</small>	145.39% ▲ <small>373 vs 152</small>
1. google				
Sep 1, 2019 - Dec 31, 2019	13,487 (100.00%)	15,072 (100.00%)	\$27,655.05 (100.00%)	373 (100.00%)
Sep 1, 2018 - Dec 31, 2018	7,469 (100.00%)	8,332 (100.00%)	\$15,472.74 (100.00%)	152 (100.00%)
% Change	80.57%	80.89%	78.73%	145.39%