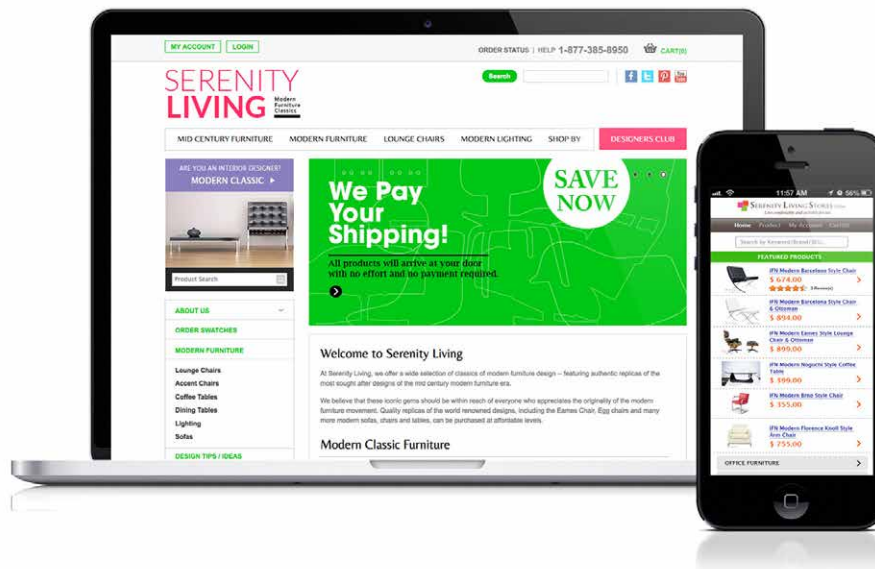


## CASE STUDY

# SERENITY LIVING STORES

## Project Overview



## The Client

Serenity Living Stores is an online retailer of classic and contemporary furniture. They are dedicated to selling only the most meticulous reproductions of iconic modern furniture designs and designer pieces. The online store offers a designated selection of sofas, chairs, and lighting fixtures that bridge style with functionality. Moreover, the ability to ship to customers across the globe allows them to truly be an industry leader in the high-end modern furniture market.

## The Challenge

Serenity realized that the success of their web-based business would be determined through the effectiveness of getting in front of their target clients. They needed a strong online presence that would help them drive qualified traffic to their website; ultimately allowing a maximum yield of sales volumes and overall profits. This is when they decided to contact Prestige Marketing to help them tackle the challenge and achieve their goals.

## Our Solutions

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### STEP 1: RESEARCH GUIDED CONSULTATION

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Serenity's main objective was to identify the optimal balance between core customers, product offerings, and promotion techniques to deliver the highest level of returns to their business. To determine the best strategy and recommendations for Serenity, we began by running a detailed audit. A marketing plan was also written to document our analysis, strategy, and recommendations, as well as to give Serenity a better understanding of the implementation process and a guide of what to expect.

2

### STEP 2: TARGET SEGMENTATION

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#### IDENTIFYING THE MOST VALUABLE CUSTOMER GROUP:

Through industry reports, articles, and the analysis of competitor websites we identified Serenity's most valuable customers to be Interior Designers, Home Stagers, and Decorators. Once this target segment was determined, we focused our research on understanding the interests, behaviours, and shopping habits of this group to cater our website to match their preferences. Additionally, we also gathered a panel of representatives from the industry to use as a sounding board for feedback on our recommendations.



# 3

## STEP 3: CATERING TO OUR TARGET SEGMENT

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At each milestone, we referenced our panel of designers for additional feedback on our recommendations. We hosted one-on-one interviews as well as focus groups and incorporated our learning into each of our implementations. Additionally, we monitored and analysed data streams from our website to deepen our understanding of Serenity's customer behaviours. By placing trackers on website visitors, we learned what products people were most interested in, what pages had the highest drop off rate, and what other websites they were visiting to search for similar products. From this data we were able to streamline our marketing efforts and ensure Serenity was consistently well-positioned to meet their customer's expectations.

# 4

## STEP 4: A STRATEGY AND IMPLEMENTATION FOR EACH GOAL

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### Identification of a Leaner Product Portfolio

When we first met Serenity, their inventory consisted of a wide variety of products ranging from lounge chairs, office chairs, coffee and dining tables, to lighting fixtures and sofas. This original set of products positioned them as a general high-end furniture retailer which meant that competition levels were extremely high. We identified products in their inventory with the highest search volumes and ranked them according to their profit margins. We then concentrated our marketing efforts on products with the highest volume of searches and the greatest profit margins and conversely removed products that had low search volumes and menial margins to create a leaner more targeted portfolio of products.

### Optimization of Product Pages

In order to maximize click through and conversion rates to ultimately maximize sales potential, we focused on optimizing 10 core product pages. In addition to key word research and content updates, we executed A/B testing and heat-map testing to ensure the most effective combinations of content, design, and spacing was being used to generate quality traffic and sales. Lastly, by maintaining a lean product list that focused on high yielding products like the Spanish Pavilion Chair and Eames Chair, we also helped Serenity separate themselves from their competition.

### Lowering Cost Per Action

In addition to redesigning their website and executing SEO services, we also ran Pay-Per-Click (PPC) advertising campaigns for Serenity. Click stream data gathered from these campaigns allowed us to have additional insight into the behaviours of our target consumer. From this data we were able to further refine our SEO efforts; leading to an increase in the effectiveness of organic search rankings, a lowered reliance on paid search marketing, and ultimately helped decrease Serenity's cost per action across Google, Bing, and Yahoo.

### Overcoming Missed Sales Opportunities

We implemented dynamic remarketing to target visitors that had left the website without completing a purchase. To capture these missed opportunities, we created tailored ads based off of products the customer viewed on Serenity's website. As the customer left Serenity to browse for alternatives, our tailored remarketing advertisements would show up throughout their browsing; increasing brand exposure, and increasing the likelihood of a revisit resulting in a purchase.

### Building a Mobile App

In order to maximize sales potential across all web and mobile platforms, we designed and developed a mobile app for Serenity Living Stores and implemented Google Analytics as well as conversion tracking to monitor its effectiveness.

## 5

## STEP 5: MEASURING OUR EFFECTIVENESS

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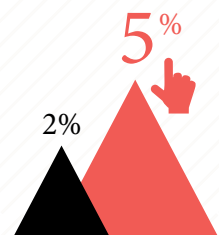
Daily tracking of all our work was managed by our online marketing specialists through Google Analytics, Google Adwords, Google Webmaster Tools, and Prestige's internal tracking and monitoring processes. To measure the website's conversion rate, unique tracking codes were placed throughout the entire site. The landing page, product lists, product pages, shopping cart, and thank you page, were all given unique codes. By monitoring how visitors were navigating through the website, we were able to use a targeted approach to learn from what was working and transfer that knowledge to fortify areas with the highest drop-off rates. The percentage of website visits that resulted in a successful sale determined Serenity's conversion rate.

To measure the success of our PPC campaigns, each advertisement was assigned a unique code. We then tracked the number of times each ad was shown against the number of clicks that resulted from it. This gave us the click-through-rate.

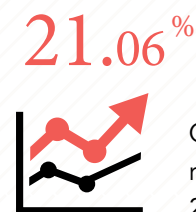
Reports were generated on a quarterly, monthly, and weekly basis, and on occasion custom reports were also produced. In addition to writing reports, we met with Serenity every month to present key progress reports, and provide additional consultation on short and long term strategies for continued growth.

## Results

On average, our PPC advertisements maintained a 5% click-through rate which is 250% higher than the industry average of 2%. Within one year, we were able to help Serenity increase overall product revenues by 21.06%, average order prices increased by 62.62%, and sales volumes increased by an additional 80.62%. We identified, targeted and tracked 786 keywords; 15.6% of which became Top 3 organic keywords across Google, Bing, and Yahoo within one year, and 39% resulted in first page rankings on Google.



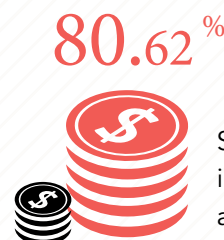
**250% higher**  
PPC advertisements maintained a 5% click-through rate



Overall product revenues increase by 21.06%



Average order prices increased by 62.62%



Sales volumes increased by an additional 80.62%

■ Serenity old site

■ New Results

We identified, targeted and tracked **786** keywords

**15.6**%

15.6% of the 786 keywords became **Top 3** organic keywords

**39**%

39% of the keywords resulted in **first page rankings** on Google

#### A/B testing



Through A/B testing we were able to generate a **40% improvement** within the ecommerce conversion funnel and checkout process between May to July 2013.

**129.51**%



#### Individual Product Performance



Individual products also improved significantly with some products reaching 129.51% improvement within one year.

Jan 1, 2013 - Nov 20, 2013: ● Quantity  
Jan 1, 2012 - Nov 20, 2012: ● Quantity



Google Analytics - Product A Performance



# ABOUT PRESTIGE MARKETING AND OUR SERVICES

At Prestige we are dedicated to maximizing our clients' ROI on marketing. Through expert consultation that is guided by detailed and unbiased research, we ensure all our strategies, recommendations, and implementations concentrate on addressing the root cause of the issues rather than just the symptoms. We work with businesses across all types of industries ranging from public to private and everything in-between. Whether your target audience is online, offline, or even if you are not yet sure who you should be targeting, Prestige marketing is here to help your business grow.

## Contact Us

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