

Delivering A Full-Service Solution to Reinvigorate Pillow Perfect's Direct Sales

Our Client

Founded by brothers David and Paul, Pillow Perfect has been designing and manufacturing both indoor and outdoor decorative pillows and replacement cushions for over 25 years. The duo attributes their success to a combination of quality, style and great service. Over the years they have recruited a team of talented individuals across all stages of the customer journey, from design through manufacturing to shipping and distribution.



The Challenge

The business sells their products across multiple platforms, including Amazon, Target.com, Wayfair, Lowes, Walmart and other retailers, and on their own website. While sales were great on all those other sites, direct sales through Pillow Perfect's own site were very disappointing. No one was purchasing directly. They needed to find a solution to this problem – not least because sales straight from the website avoid all the costs of selling through other firms!

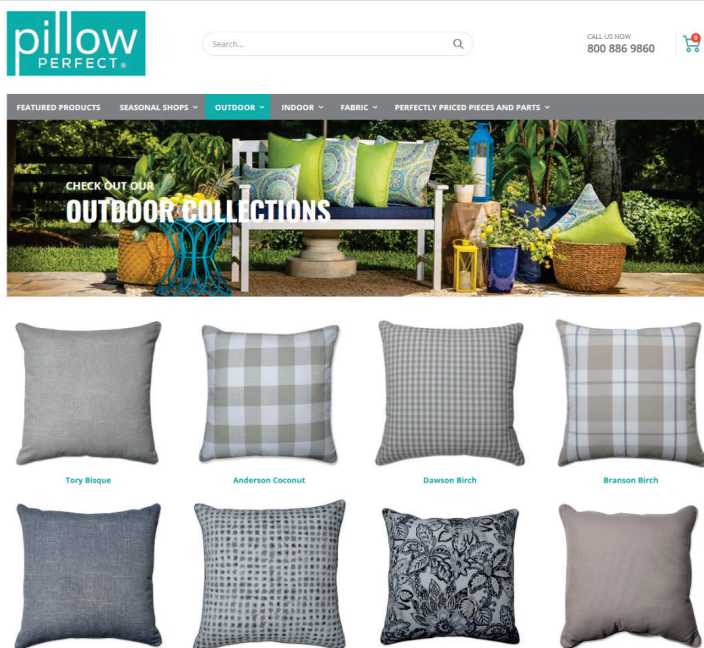
They contacted Avenue180 because of our outstanding reputation and track record for delivering great sales results from ecommerce websites. We excel when it comes to converting website traffic into paying customers.

Our Solution

This was very much a project of two parts: firstly, delivering consultancy advice to create the right foundations for success and then working on a campaign strategy that would deliver results.

The project began with a review of the products being sold, and it was immediately clear that some differentiation was needed between products sold directly and those sold on all the other platforms. We recommended the business develop some products and designs which were only available through the website.

We then created a full search engine marketing and search engine optimization campaign to deliver on four key objectives. To achieve this, we spent time developing content marketing, planning social media marketing strategies, and creating pay-per-click advertising campaigns (PPC). These activities were supported with a fully-fledged search engine optimization (SEO) campaign – focusing on sales and revenue generation. These strategies holistically work together to create powerful, authoritative links (link building/backlinks) back to their site. This holistic approach would make it easy for a wide target audience to find the Pillow Perfect website.



"I'm a numbers (revenue) guy. So, I don't want to hear about rankings, reputation, social media clout etc. That's why I love working with the team at Avenue180. Dario measures his team and his company on how much money he makes for his clients. When we meet it's never about the rankings, it's always about the money. He understands me!"

David, Owner of Pillow Perfect

SEO Revenue
Increased

299%

Total Revenue
Increased

211%

Monthly SEO
Visits Increased

73%

Revenue from
Returning Cust.
Increased

176%

SEO Transactions
Increased

224%

Impactful Results

Objective 1: Reach

Target: To increase the reach of our current website focusing on earned media.

- 72,320 visits to the Pillow Perfect website
- An average monthly visitor rate of 6,026 visits - a 168% increase!
- SEO average monthly visitors increased by 73%

Objective 2: Act

Target: To increase social share actions and website visits from 0.17% to 1%.

- Our average web conversion rate was 1.17%, an increase of 139% and website transactions increased by 149%
- SEO average web conversion rate increased by 88% and SEO transactions increased by: 224%

Objective 3: Convert

Target: To increase our average web conversion rate from 0.49% to 0.8%.

- 1,136 social media visits to the Pillow Perfect website
- Average social media visitor rate of 1.57% (as % of total website traffic)
- Total annual visitor increase of 683% delivering \$349 from social media traffic to the website.

Objective 4: Revenue

Target: To increase average monthly revenue value from \$2,299.74 to \$4,255.93

- Average monthly revenue value is: \$10,613
- Overall revenue for 2015 was \$127,360, an increase of 211%
- SEO website revenue for 2015 was \$68,315, an increase of 299%

Objective 5: Engage

Target: To improve repeat customer conversion.

- Revenue from returning customers increased by 176% to \$61,214
- Transactions from returning users increased by 122%.
- Average order value for returning users increased by 24%
- ecommerce conversion rate for returning users increased by 47%

About Us

Avenue180 is an industry leader in digital marketing and interactive design. Our company was founded on the philosophy that great people create great digital marketing campaigns and we attract the best and brightest people in the industry through our reputation for delivering work of the highest quality. We deliver the kind of results that will take your company to the next level and beyond.

Our team of marketing specialist have years of experience in creating effective digital marketing plans and media solutions. Along with that experience is a passion for developing the very best campaigns for our clients. Teamwork is one of the keys to our success. Our work environment allows us to easily interact with each other and share new ideas and cutting-edge concepts.