



ECOMMERCE MARKETING PORTFOLIO



YELLOW TREE

Full Ecommerce Marketing

Niche: Home Goods



CHALLENGES:

01

Expanding its customer base and increasing the volume of orders.

02

Increasing average order value (AOV) and return on investment (ROI)

03

Creating a holistic marketing strategy, including organic and paid marketing

04

Establishing trust and credibility with the target audience



SOLUTION:



CRO

Revamped the entire website and implemented CRO best practices to make it more user-friendly and improve the conversion rate.



EMAIL MARKETING

Set up essential email flows, including:

- Welcome Flow,
- Abandoned Checkout,
- Post-Purchase,
- Winback Flow



PAID MEDIA

Created a solid paid marketing strategy, starting with Facebook Ads, and later ventured into new channels such as Google and TikTok Ads.



UPSELL

Implemented various upselling and cross-selling techniques to increase average order value (AOV).



ORGANIC MARKETING

Drove organic traffic through SEO and social media marketing.



RESULTS:

- AOV increased by 41% (from \$78.44 to \$188.75).
- Sales revenues increased overtime from under \$1000 to \$10,000 within the first month and eventually reached \$150,000/month within 7 months.
- Achieved an ROI of 5.5 in the same period.
- 20% of the total revenue was driven from email marketing (flows and campaigns).





RESULTS:

Average order value

[View report](#)

\$188.66

↑ 41%

Order Value Over Time



Conversion rate

[View report](#)

3.16%

↑ 24%

Conversion funnel

Added to cart	6.37%	↑ 0.7%
25,691 sessions		
Reached checkout	5.67%	↑ 27%
22,843 sessions		
Sessions converted	3.16%	↑ 24%
12,758 sessions		

Total sales

[View report](#)

\$1,211,773.32

↑ 83%

Online Store	\$11,95,356.48	↑ 81%
One Click Upsell - Zipify OCU	\$13,811.28	-
Shop	\$2,014.67	↑ 221%
SELLY - Promotion & Pricing	\$458.09	↑ 235%
Draft Orders	\$132.80	↓ 25%

Sales over time





NOLA SKINSENTIALS

Paid Media & Email Marketing

Niche - Health & Beauty



CHALLENGES:

CHALLENGE

01

Structuring the ad account:

Before we took over, there was no structure and things were all over the place.

CHALLENGE

02

Consolidating the campaigns:

Multiple campaigns running simultaneously with no consolidation.

CHALLENGE

03

Creating an effective ad strategy:

To identify winning products, audiences, and creatives to maximize ROI.

CHALLENGE

04

Reducing the CPA:

It was at \$52 when we started and had to be reduced by at least 30%.

CHALLENGE

05

Optimizing the email flows:

Email flows were live but not optimized for conversions.



SOLUTION:

01

Restructured the ad account consolidated the ads into 3 campaigns only.

02

Extensively tested the following to figure out the winning combination

- Audience
- Creatives
- Hooks
- Copies

03

Used winning combinations to scale the ad account and decrease CPA.

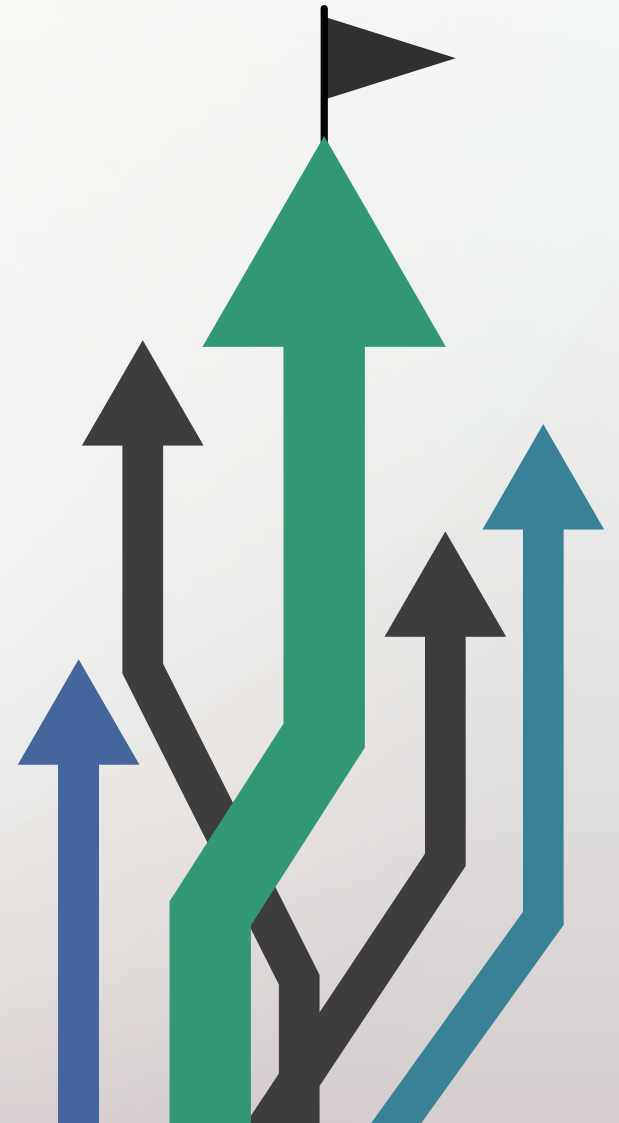
04

Optimized the email flows for high open rates and click rates and implemented email and SMS campaigns to increase customer lifetime value (LTV)



RESULTS:

- Revenue from ads increased by 3.5x and reached \$200,000/month.
- ROI increased by a whopping 300% (from 1.17 to 3.5).
- Decreased the CPA by 58.5%
- Percentage revenue from email marketing increased from 5% to 15%





RESULTS:

Campaigns

Updated 11 minutes ago

Discard drafts

Review and publish

We're removing some detailed targeting options

Some interests, demographics and behaviors are being discontinued.

Learn more

See Affected Ad Sets

X

Search and filter

May 1, 2022 - Aug 30, 2022

Campaigns

Ad sets

Ads

Create

13

Edit

A/B Test

Rules

View Setup

Columns: data

Breakdown

Reports

<input type="checkbox"/>	Off / On	Campaign	Date created	Amount spent	Purchase ROAS (return on ad spend)	Purchases	Adds to cart	Checkouts initiated	Purchases conversion value	Delivery	Budget	Reach	Impressions	CPM (cost per 1,000 impressions)	CPL	Link
<input type="checkbox"/>			Aug 16, 2022	\$6,455.41	3.31	866	2,112	1,172	\$27,264.31	Active	\$400.00 Daily	260,128	402,930	\$13.51		
<input type="checkbox"/>			Jul 30, 2022	\$17,350.25	3.12	2,200	3,952	1,933	\$54,132.78	Active	Using ad set bu...	594,580	1,234,958	\$14.15		
<input type="checkbox"/>			Jul 30, 2022	\$6,570.92	4.13	1,230	1,980	1,028	\$35,397.95	Active	\$345.00 Daily	145,737	510,498	\$14.83		
<input type="checkbox"/>			Jul 30, 2022	\$12,334.66	3.89	1,568	2,034	896	\$47,982.61	Active	Using ad set bu...	307,282	608,550	\$13.56		
<input type="checkbox"/>			Aug 16, 2022	\$480.56	0.53	2	52	13	\$156.93	Off	\$500.00 Daily	13,904	17,491	\$27.82		
<input type="checkbox"/>			Jun 28, 2022	\$695.91	0.74	23	3	9	\$515.61	Off	\$350.00 Daily	20,870	27,099	\$25.68		
<input type="checkbox"/>			Jun 28, 2022	\$7,799.30	1.46	266	238	325	\$11,355.86	Off	\$275.00 Daily	39,424	326,307	\$23.90		
<input type="checkbox"/>			Jun 13, 2022	\$4,463.40	1.01	166	166	203	\$6,498.64	Off	\$175.00 Daily	47,074	210,604	\$21.64		
<input type="checkbox"/>			May 25, 2022	\$8,362.05	0.60	119	55	144	\$4,889.76	Off	\$150.00 Daily	186,235	526,665	\$15.88		
<input type="checkbox"/>			May 24, 2022	\$291.91	0.08	1	1	2	\$23.63	Off	\$300.00 Daily	15,986	17,982	\$16.23		
<input type="checkbox"/>			May 11, 2022	\$878.45	0.32	5	8	18	\$285.94	Off	\$250.00 Daily	23,346	33,375	\$26.23		
<input type="checkbox"/>			Apr 21, 2022	—	—	—	—	—	\$0.00	Off	\$300.00 Daily	—	—	—		
<input type="checkbox"/>			Apr 21, 2022	—	—	—	—	—	\$0.00	Off	Using ad set bu...	—	—	—		
<input type="checkbox"/>			Apr 7, 2022	—	—	—	—	—	\$0.00	Off	\$200.00 Daily	—	—	—		
Results from 131 campaigns				\$144,847.15	Average	Total	Total	Total	\$6.06	Total		2,330,806	9,592,530	\$15.10		
				Total Spent					Total			People	Total	Per 1,000 Impressions		



SEOUL BOX

Paid Media & CRO

Niche - Food & Beverages



CHALLENGES:



Structuring the campaigns to find the winning products and creatives.



Creating a solid paid marketing strategy to acquire new customers.



Improving ROI from ads and reducing the CPA.



Improving the quality of copy and creatives used in ads.



SOLUTION:

01

Simplified the user customer journey by optimizing the landing pages, product pages and improving the overall website experience.

02

Improved the copy and creatives used for ads and aligned the copy on landing page with the ad copy to attract the right audience and avoid confusion, which was impacting the conversion rate.

03

Consolidated the ad campaigns and tested existing creatives and hooks to find the winning combination. We also kept adding new creatives every week in order to keep finding new creatives winners.

04

Changed the overall budget allocation for the campaigns to maximize ROI and made sure we focused the demographics with the lowest CPA based on the previous data.



RESULTS:

- ROI almost doubled and reached 4x from 2.1x in the first month
- CPA decreased by 48.9% in 3 months and AOV increased by 5%
- Customer acquisition rate increased by 10%





RESULTS:

Campaigns Updated just now Discard drafts Review and publish

We've removed some detailed targeting options The changes we've made to detailed targeting have affected some of your ad sets. You should check your affected ad s... [Learn more](#) [See Affected Ad Sets](#) 1/3

Search and filter May 1, 2022 - Jun 24, 2022

Campaigns 1 selected **Ad sets for 1 Campaign** **Ads for 1 Campaign**

[+ Create](#) [Duplicate](#) [Edit](#) [A/B Test](#) [Rules](#) [Columns](#) [Breakdown](#) [Reports](#)

<input type="checkbox"/>	Off / On	Campaign	Checkouts initiated	Adds to cart	Purchased Seoulbox Subscription	Purchases conversion value	Purchases	Purchase ROAS (return on ad spend)	Frequency	Offline purchases conversion v
			206	322	35	£9,017.35	155	4.30	2.22	
			52	308	11	£3,833.91	67	3.91	2.02	£1
			16	37	2	£613.12	16	3.07	2.43	
			14	17	2	£326.08	5	7.14	1.19	
			17	61	7	£874.29	15	3.20	1.49	
			2	5	—	£61.90	2	1.21	2.26	
			—	—	—	£0.00	—	—	—	
			12	24	—	£0.00	—	—	1.33	
Results from 75 campaigns			7%	—	—	£0.00	—	—	2.43	
			Total	Total	Total	Total	Total	Average	Per Person	

Type here to search 5:30 PM 6/25/2022



SPECTRA BABY PK

Paid Media, CRO, SMM

Niche - Feeding Supplies



CHALLENGES:

Reducing the CPA:

The CPA varied between \$26-\$30, and the client wanted to reduce it.

Creating an effective strategy:

Plan to scale the ad revenue and overall revenue.

01

02

03

04

05

Improving the ROI:

It was stuck at 4 since a few months, and there was opportunity to do better.

Increasing total revenue:

The overall sales revenue was also stuck at \$9,000/month and the client wanted to scale it by 2x.

Analyzing the right metrics:

Preparing reports and identifying opportunities for growth.



SOLUTION:

Improved the overall customer experience by optimizing the website.

01

Tested multiple creatives, angles, and hooks to find the winning combinations and then used them to scale campaigns.

02

Structured the ad account and consolidated the ad campaigns for better tracking and results.

03

Made sure to highlight USPs and social proof on home page and product page to establish trust.

04

Used different tactics to bring in more sales, such as influencer marketing, that were well-suited for the audience and type of product.

05



RESULTS:

- The ROAS improved significantly in 3 months, from 4 to 16 (on average)
- Total revenue increased by 105% in the 2nd month
- Order volume also increased by 5x with 60% of orders coming in from new customers
- AOV increased by 15% and CPA reduced by 53%





RESULTS:

Campaigns													
Search and filter													
Campaigns													
Ad sets													
View Setup Columns: size Breakdown Reports													
Off / On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	CTR (link clicks-through rate)	CPC (cost per link click)	Adds to cart	Checkouts initiated	Purchase ROAS (return on ad spend)	Purchases	Purchase conversion value
	Day click or ...	Website purchases	525	173,325	1,874,310	\$0.88	1.26%	\$0.16	3,331	209	18.11	525	\$58,336.39
	Day click or ...	Website purchases	28	25,888	223,346	\$29.32	0.73%	\$0.31	26	20	6.79	39	\$2,330.87
	Day click or ...	Website purchases	27	12,740	148,344	\$13.51	0.99%	\$0.34	330	75	6.73	27	\$3,354.99
	Day click or ...	Website purchases	29	21,812	93,761	\$18.20	1.89%	\$0.20	31	29	5.72	19	\$1,890.82
	Day click or ...	Website purchases	31	57,886	315,057	\$23.73	0.67%	\$0.33	325	58	6.09	23	\$3,806.63
	Day click or ...	Landing Page vis...	1,218	34,595	62,416	\$0.03	2.45%	\$0.03	—	—	—	—	\$0.00
	Day click or ...	Landing Page vis...	1,232	41,209	62,306	\$0.03	2.80%	\$0.03	3	—	—	—	\$0.00
	Day click or ...	Landing Page vis...	1,814	31,977	86,944	\$0.03	3.61%	\$0.03	8	14	0.22	3	\$16.23
	Day click or ...	Landing Page vis...	3,258	144,159	231,025	\$0.07	3.80%	\$0.03	10	4	4.01	4	\$882.39
	Day click	Website purchases	8	8,151	17,228	\$10.89	2.68%	\$0.11	33	8	2.82	8	\$124.75
	Day click	Landing Page vis...	4,682	119,935	178,887	\$0.02	4.93%	\$0.01	—	—	—	—	\$0.00
	Day click or ...	Link clicks	4,284	90,638	119,158	\$0.01	3.60%	\$0.01	—	—	—	—	\$0.00
	Day click or ...	Link clicks	768	108,847	168,201	\$0.19	0.46%	\$0.10	—	—	—	—	\$0.00
	Day click or ...	Messaging conv...	89	28,196	38,890	\$0.70	0.94%	\$0.29	—	—	—	—	\$0.00
	Day click or ...	Link clicks	819	40,769	56,076	\$0.04	1.64%	\$0.04	—	—	—	—	\$0.00
	Day click or ...	Post engagement	3,646	11,775	16,642	\$0.01	0.19%	\$0.97	—	—	—	—	\$0.00
	Day click or ...	Link clicks	753	35,823	54,797	\$0.06	1.37%	\$0.06	—	—	—	—	\$0.00
Results from 28 campaigns		Multiple conversions	931,412	4,074,683	—	1.44%	\$0.10	—	—	—	—	—	\$0.00
Excludes deleted items		Accounts Center acc...	—	—	—	—	—	—	—	—	—	—	—
		Total	—	—	—	—	—	—	—	—	—	—	—



DEZLIN REVEALS

Full Organic Marketing

Niche - Product Reveals



CHALLENGES:

Improving the website user-experience:

The site was not user-friendly or optimized for conversions.



Driving more traffic to the website:

The store had a weak online presence, low traffic and low rate of new customers.

Increasing the customer retention rate:

Building lasting relationships with customers to increase their lifetime value (LTV)



Maintaining lasting customer relationships:

One of the most important ways to do it through email marketing, which was lacking.





SOLUTION:

01

Revamped the entire website following the best CRO practices to improve its outlook, ensure a seamless browsing experience, and increase conversion rates.

02

Did a technical SEO audit of the website and implemented on-page and off-page SEO to gain traction on search engines.

03

SEO-optimized the product descriptions, and added meta descriptions to increase visibility on search engines.

04

Created and implemented a blog strategy with relevant content and keywords to improve the store's search engine ranking.

05

Set up essential email flows while ensuring that the email copy and design align with the brand's visual identity.

06

Worked on the strategy for social media, incorporating new ideas to attract a larger audience and redirect them to the website.



RESULTS:

- The overall website traffic increased by 30% in the first month
- Increased website traffic by 40% using best SEO practices
- Revenue and AOV increased by 18% and 14% respectively in one month
- Conversion Rate increased by 51% in first month
- 10% of revenue was generated from Email marketing
- Collected 1,000+ emails from the website pop-up in the first month





RESULTS:

Average order value

\$151.95

[View report](#)

↑ 14%

Order Value Over Time



Conversion rate

7.6%

[View report](#)

↑ 51%

Conversion funnel

Added to cart 395 sessions	11.72%	↑ 40%
Reached checkout 382 sessions	11.34%	↑ 41%
Sessions converted 256 sessions	7.60%	↑ 51%

Total sales

\$48,184.90

[View report](#)

↑ 18%

Online Store	\$20,910.76	↑ 8%
Wholesale Pricing Discount	\$14,158.74	↑ 0.5%
Draft Orders	\$12,842.49	↑ 80%
Amazon by Codisto	\$180.91	↑ 21%
eBay	\$92.00	-

Sales over time





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