

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

E-COMMERCE WEBSITE

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# Understanding the Client

## **ABOUT THE CLIENT**

Zuboot's Inspiration came from the idea that everyone you meet has their own personal style. Everything you wear or carry with you all tells a story, so why shouldn't your wallet? For so long wallets have been purely functional. At Zuboot, they believe your wallet should be an expression of YOU.

## **THE SITUATION**

Zuboot came to Summit Crew looking for further growth of their business. They wanted to increase their revenue but at the same time maintain control of their advertising spending. They had been running mildly successful campaigns and were looking for additional resources, creative strategies, and recommendations to grow.

## THE CHALLENGE

Zuboot was in a highly competitive space and was looking for strategies as unique as their product. They needed to stand apart and tell the story of their offerings.

## THE SOLUTION

Summit Crew took on this task by developing a strategy to drive more conversions, make better use of budget dollars and increase average order value in order to drive better overall results in the advertising. Summit Crew expanded their marketing beyond Google advertising to additional channels and 3rd party platforms for maximum exposure and reach.



**ACTION  
STEPS**

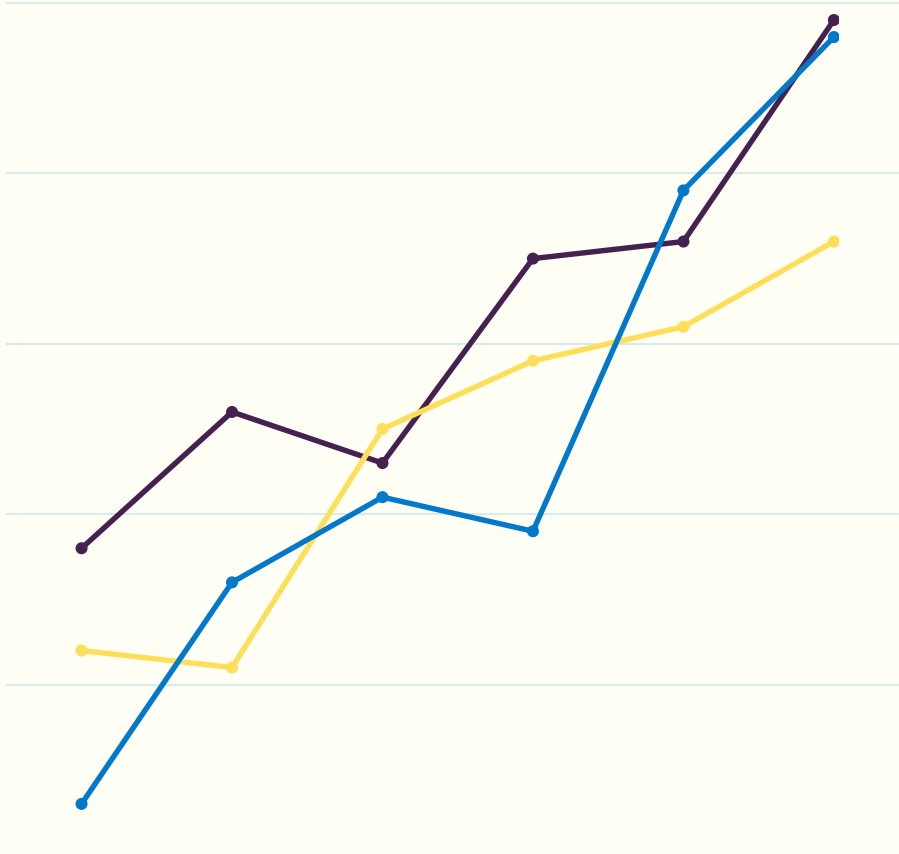
# 105%

INCREASE IN TRANSACTIONS

# 100%

INCREASE IN WEBSITE VISITORS

# The Results



## NUMBERS ON THE RISE

With the help of Summit Crew's aggressive approach to expanding their reach and platforms, Zuboot was able to successfully generate 105% more transactions than the previous year through 100% increase in website visitors. Zuboot continues to work with Summit Crew to rapidly grow and tell their unique story.