



Case Study 1 — DTC Skincare Brand (Los Angeles, California)

Challenge:

The brand struggled with low conversion (0.9%), heavy drop-offs on product pages, and no offer structure. Their ads were driving traffic, but the store wasn't converting.

What We Did:

- Full CRO sprint and Replo redesign
- Created a high-impact hero section with offer clarity
- Rebuilt PDP with benefit-driven copy & trust blocks
- Added pre-purchase upsells + post-purchase funnels
- Set up a 5-email automated retention sequence
- Integrated AOV boosters (bundles, quantity breaks)

Before → After:

- Conversion Rate: **0.9% → 3.4%**
- AOV: **\$42 → \$58**
- Revenue (30 days): **+187%**
- Add-to-cart rate doubled

Extra Steps:

- Weekly CRO insights
- Heatmap analysis

- Continuous offer testing

Case Study 2 — Luxury Jewelry Brand (Toronto, Canada)

Challenge:

Expensive traffic from Meta, high abandoned cart rate, poor mobile optimization.

What We Did:

- Mobile-first redesign
- Cleaned up navigation to reduce friction
- Introduced high-trust elements (UGC, reviews, press logos)
- Built upsell flows inside the cart and post-purchase
- Set up full email automation (abandon cart, browse abandon, winback)

Before → After:

- Mobile CVR: **0.7% → 2.8%**
- Cart Abandonment: **63% → 39%**
- ROAS increased by **55%**
- Email contributed **22% of monthly revenue**

Extra Steps:

- Multi-variant testing for hero banner
- Offer repositioning for premium buyers
- Weekly reporting dashboard

Case Study 3 — Home & Lifestyle Brand (Manchester, UK)

Challenge:

Store looked outdated, inconsistent branding, slow page load, no structured funnel.

What We Did:

- Full storefront rebuild in Replo
- Speed optimization (image compression + theme cleanup)
- Built “shop-the-room” interactive layout
- Added bundle builder to increase AOV
- Implemented loyalty & referral system

Before → After:

- Page load speed: **6.2s → 2.3s**
- AOV: **£31 → £47**
- Conversion Rate: **1.4% → 3.1%**
- Returning customer rate increased by **40%**

Extra Steps:

- Created content guidelines for brand consistency
- Integrated post-purchase NPS feedback tool

Case Study 4 — Fitness Equipment Brand (Austin, Texas)

Challenge:

High-volume brand with strong traffic but weak conversion funnel. Customers were confused about product differences.

What We Did:

- Built clear comparison chart and product selector tool
- Rewrote product copy focusing on pain points and outcomes
- Added in-cart upsells for accessories
- Organized product hierarchy & collections
- Set up advanced Klaviyo flows tied to customer behavior

Before → After:

- CVR: **1.2% → 3.8%**
- AOV: **\$89 → \$136**
- Email revenue: **9% → 28%**
- Return rate dropped due to improved product clarity

Extra Steps:

- Behavior-based funnels
- Multi-step checkout testing
- Weekly CRO performance reviews

Case Study 5 — Baby & Maternity Brand (Sydney, Australia)

Challenge:

Brand had growing traffic from TikTok, but the store wasn't optimized for impulse buyers. High bounce rate.

What We Did:

- Rebuilt entire store for modern, emotional, parent-focused UX
- Added UGC-based PDP with real parent stories
- Implemented TikTok-style guarantee & trust stack
- Introduced pre-purchase upsells + bundles
- Launched Klaviyo flows with nurturing angle

Before → After:

- Bounce Rate: **71% → 38%**
- CVR: **0.8% → 2.9%**
- AOV: **\$52 → \$74**
- Monthly revenue: **+164%**

Extra Steps:

- Created offer angle for TikTok Ads
- Built content-to-checkout funnel
- Added SKU-specific upsell logic