



CASE STUDY

Dixie Design

(205) 271-8446
uptickmarketing.com



DIXIE DESIGN

THE CLIENT

Dixie Design produces personalized, hand-designed stationery crafted by a collective of skilled artists - all without the added wait time and expense of traditional custom cards. Each Dixie artists, with their own distinctive style, creates multiple one-of-a-kind designs created by hand with the highest attention to detail.

THE PAIN POINT

The client enjoyed a regular stream of traffic to their website, but had difficulty with staying top of mind. Visitors came to the website but didn't make a purchase, leaving the site and either forgetting to come back or purchasing from another vendor.

THE GOAL

Increase conversions from website visitors.

THE SOLUTION

Uptick understood that most visitors wouldn't make a decision on their first visit to the website, as is usually the case with most websites. If Dixie Design could stay in front of these visitors for a long-enough period of time, they would have the brand familiarity that results in purchases.

Uptick determined that **Website Retargeting** - in which digital ads are shown to visitors all over the Internet once they come to the Dixie Design website then leave - would help the client stay top of mind with their visitors and entice them to come back to the website in order to make a purchase.

The client received a custom campaign complete with graphics and copy in the form of ads to fit any screen size. Once the campaign was initialized, visitors were tagged with a cookie upon entering the website, then were shown ads whenever they left and browsed other websites online.

THE RESULTS

The Website Retargeting campaign resulted in thousands of dollars in new revenue for the client from a small investment.

Uptick created a retargeting campaign with a budget of \$25 per week. After just under seven weeks, the client spent \$172.50 and received 25,104 impressions and 168 clicks - resulting in \$5,641.60 in revenue.

Bottom Line: Uptick helped Dixie Design earn a return on investment (ROI) of 3,170.49%.

“ Over the past month we have gotten over \$5,000 in revenue off of retargeting ads - that sounds great to me! This retargeting doesn't cost me much money and it's delivering great revenue and that makes me really happy. The combination of marketing and getting more visitors to the website who may not buy right then, and Uptick retargeting them so that it reminds them to go back again, is working. ”

-Jennifer Hunt, Owner