

CASE STUDY



THE ONE STOP STOVE SHOP

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Stove Supermarket contacted Fantastic with an interest in developing their ecommerce store and online presence, creating a multi-faceted digital marketing experience that involved a heavy investment in paid-search activity.

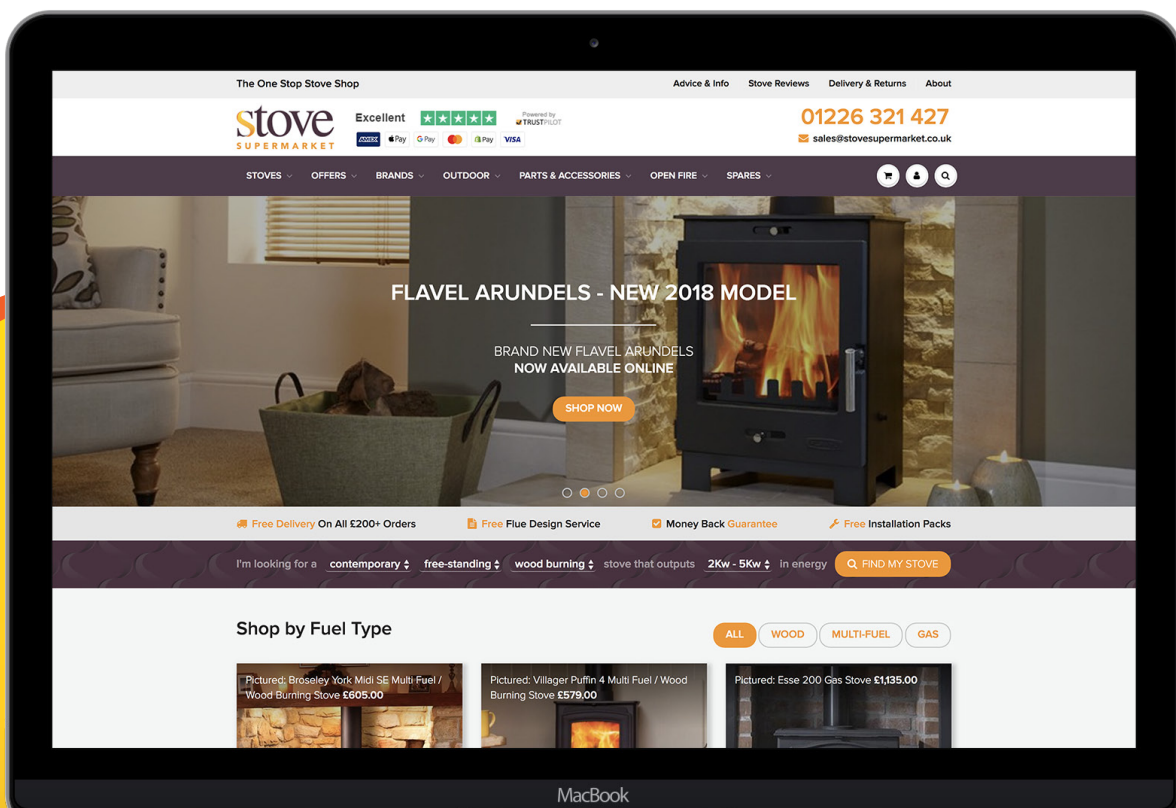


CREATING A BURNING DESIRE FOR WOOD-BURNING STOVES

Typically, the market for wood-burning and multi-fuel stoves is incredibly seasonal – with sales expected to reduce dramatically upon entering the spring and summer months. Stove Supermarket approached Fantastic with a desire to turn this incredibly seasonal product into something that can be sold all year round.

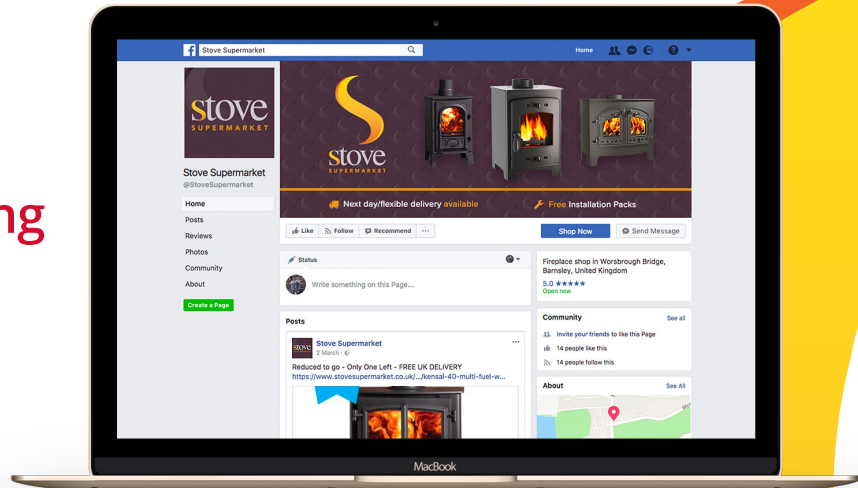
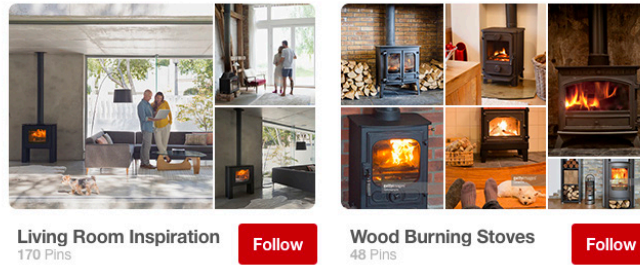
Following an initial Insight workshop, the Barnsley based ecommerce retailer expressed their interest in a rebranding of the business, and an implementation of a strategic marketing proposition and to meet number of clearly defined objectives; these being:

- **To improve user-experience**
- **To increase organic search rankings**
- **To increase conversion rate and average order value**
- **To increase return on ad spend**
- **To increase the number of users visiting the site**
- **To gain a greater share of the market**



SERVICES USED

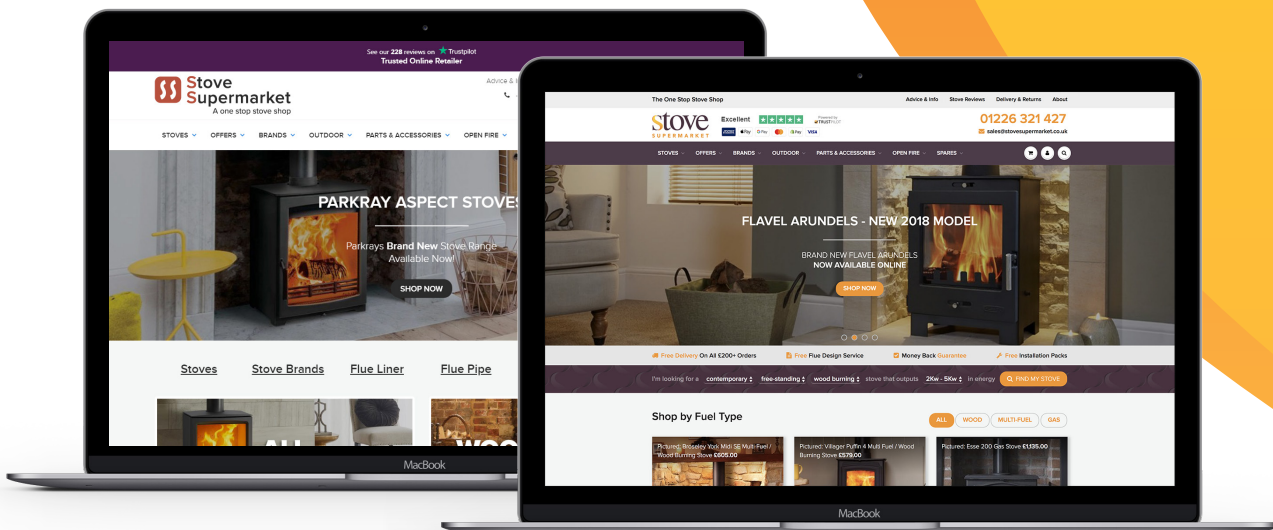
- UX
- Website
- Email
- Research
- Customer Profiling
- Social Media
- Copywriting



UX CHANGES:

Fantastic spent time analysing the existing Stove Supermarket website and identifying key barriers to conversion that were present.

Following an extensive UX audit, our web team proposed a 12 page document of potential changes that were required on the website to make it work as hard as it could and make the overall experience for the customer better. This included a restructure of the homepage, and the inner product pages to make purchasing a stove a simple and fast experience.





SOCIAL MEDIA RESULTS

To help promote the newly designed website, Fantastic launched a structured social media campaign using a combination of organic social media content and pay-per-click social media advertising to increase awareness of the brand and drive traffic to the website.

Between February 2018 and September 2018, the team at Fantastic achieved the following results on social media:

2,345

SESSIONS GENERATED
from social activity

£756.89

DIRECT CONVERSION VALUE

£5,581.70

ASSISTED CONVERSION VALUE

868.72%

TRAFFIC INCREASE
from social activity

PPC RESULTS

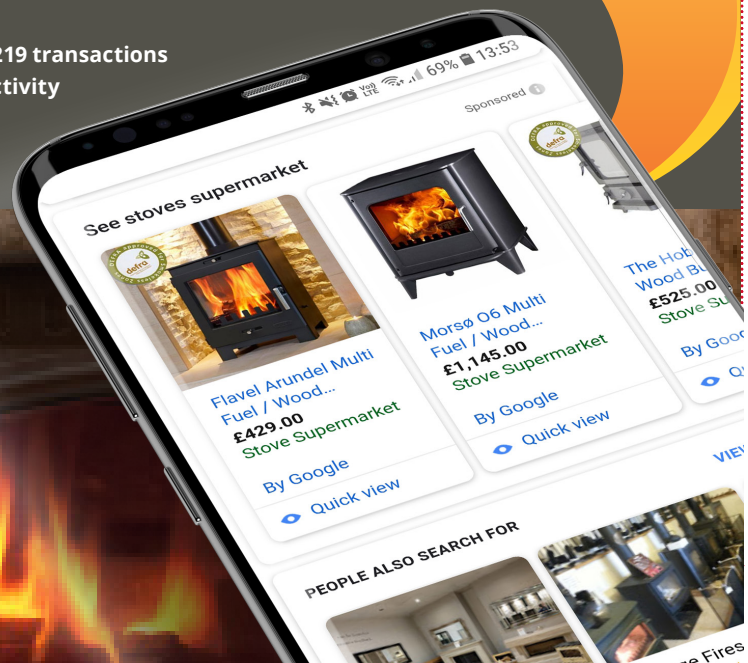
In line with the social media activity, it was important to ensure any search traffic landed on the Stove Supermarket website instead of the website of their competitors.

To capture these customers, Fantastic embarked on a multi-faceted paid Google search campaign capturing both brand terms and product terms for both stove models and spare parts.

Between February 2018 and September 2018, the team at Fantastic achieved the following results on PPC:

- 43.05% of website traffic made up of PPC traffic
- £120k+ revenue generated from PPC activity from 219 transactions
- 5.47% return on investment generated from PPC activity

£120,000+
REVENUE GENERATED FROM PPC ACTIVITY





WE WERE VERY IMPRESSED WITH THE PROPOSAL FROM FANTASTIC MEDIA AND WANTED TO GET STARTED WITH THE IMPROVEMENTS TO THE WEBSITE STRAIGHT AWAY.

WEBSITE RESULTS

The enhanced Stove Supermarket website has seen a 569.55% increase in revenue since the UX-audit improvements were implemented at the end of February 2018, in comparison to the previous period.

569.55%
INCREASE IN REVENUE SINCE UX AUDIT

November 2017 had been previously identified as the highest performing month for the business to date. Between August 2017 and December 2017 the revenue generated by the Stove Supermarket website was £61k, with an average order value of £120.57 from 512 transactions.

Since implementing a new UX experience on the Stove Supermarket website, we have seen

- 569.55% increase in revenue
- 165.57% increase in transactions
- 152.12% increase in AOV.

The website has seen £262k in revenue generated from over 1,000 transactions between February 2018 and the end of September 2018.

September 2018 is currently the highest performing month on the website to date, boasting a revenue of £86k and an average order value of £268.27.

As well as the monetary performance, website traffic has increased by 164.12%, with a 50.47% increase in traffic coming to the website organically. The business has since expanded its product offering to include a number of outdoor living furniture and accessories.



INCREASE IN
TRANSACTIONS



INCREASE IN
AVERAGE ORDER VALUE

