

Case Study

How to boost an Interior Design E-commerce



Company Name

Industry

[Milk Concept Boutique](#)

Furniture & Interior Design

Summary

Milk Concept Boutique is an interior design and furniture store that wanted to start selling online.

By hiring [TDH](#) they obtained the full development of a new Shopify store a significant increase in sales, order value and subscriptions in the first 3 months of collaboration and with a limited budget available.

Through the funnel explained below, our team was able to increase:

The number of subscribers to the client newsletter and therefore reconvert them as recurrent clients.

The sales in the first 3 months.

The average order value.

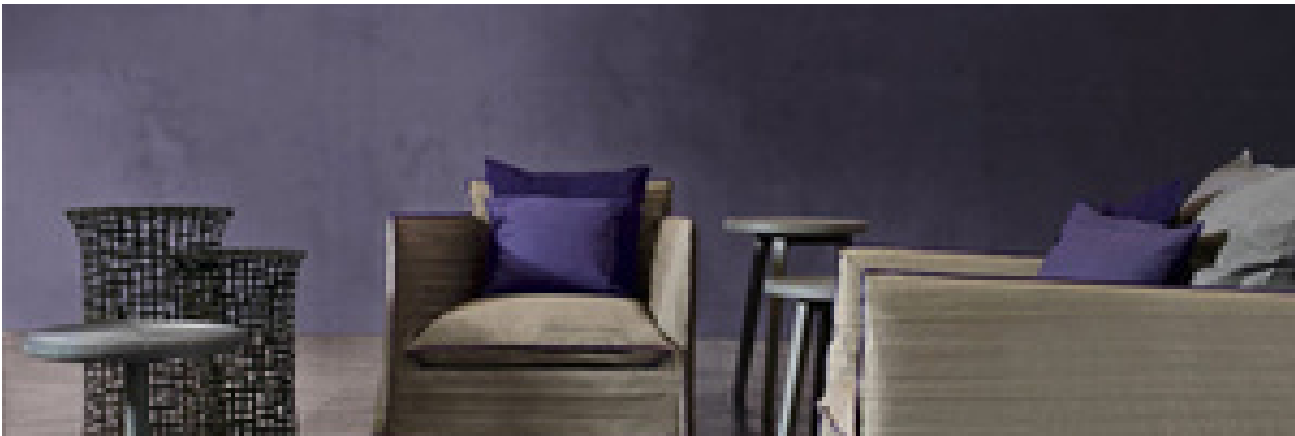
- + 43% Website Signups through the 10% newsletter discount funnel.
- + 55% Sales in the first three months.
- + 39% average order value through the implementation of Bundles, Cross-sells and Up-sells offers.

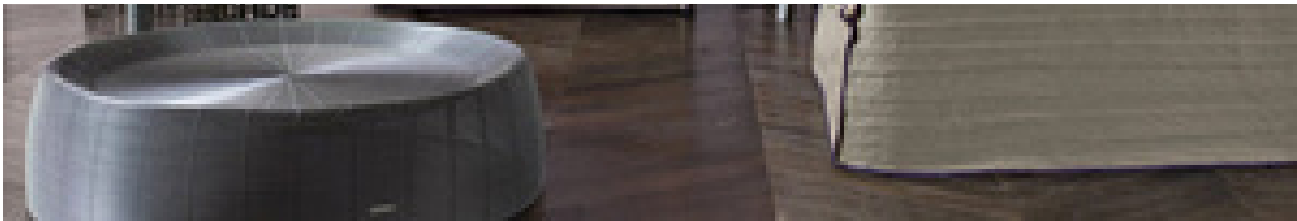
Key Statistics

<i>Key Statistic 1</i>	<i>Key Statistic 2</i>	<i>Key Statistic 3</i>
+ 43% Website Signups through the 10% newsletter discount funnel.	+ 55% Sales in the first three months.	+ 39% average order value through the implementation of Bundles, Cross-sells and Up-sells offers.
+30% of reviews made by clients in the considered period.	+20% of appointments booked in the Showroom made by clients in the considered period.	+80% of calls and support requests made by users in the considered period.

Company Background

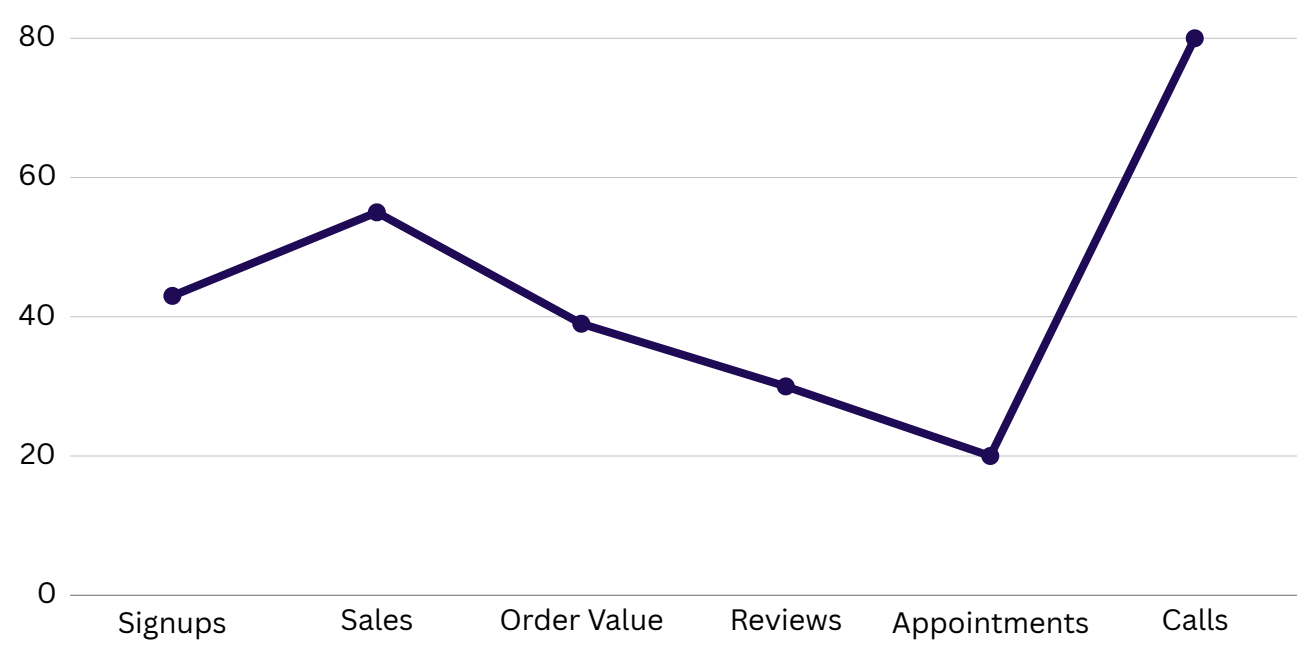
Milk Concept Boutique was a small local shop located in East London. When they hired The Digital Hacks Agency, they wanted to close the boutique and switch to an online business model.





Problem	Strategy
<p>The difficulty was moving from a local business to a 100% online model.</p> <ul style="list-style-type: none">Limited Budget.No advertising done in the past.	<ul style="list-style-type: none">Create 1 Google Ads search campaign x country targeting specific keywords with exact match.Create 1 display retargeting campaign x country.Create 1 shopping campaign.Create multiple ads on FB/IG. The first objective is awareness/traffic to create a relevant audience. Then retarget that audience with objective conversions.Create a 10% coupon code for first-time users. Then an email marketing sequence of 3 emails.Create transactional emails with specific recommendations and for specific users' actions.Integrate different Apps on the website with Upsell, Bundle and Cross-sell.

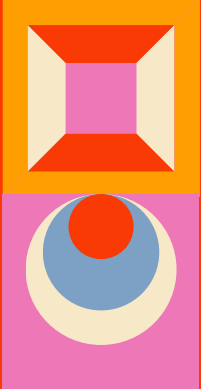
Results



Through this strategy, we achieved a consistent result, taking into account the client's limited budget. This ROI obtained has allowed us to gain the customer's trust, and allowed them to invest more in their online business to continue growing in the market.

Testimonials

"Great service! TDH is our trusted digital partner who supports us daily with our



Key Takeaways

We are happy to have started this collaboration with Milk Boutique, which has allowed us to enter the furniture and interior design market. We are still their trusted agency, and we are sure that they will grow more and more becoming a point of reference in the English market.

And now is your time!
Book a free consultation [HERE.](#)

