THE DIGITAL HACKS

Case Study

FASHION STORE

Company Name	Industry
[WinOfficial](#)	Fashion & Apparel

Summary

WinOfficial was a new fashion project, born in Switzerland.

The idea behind the project was the expansion of a small boutique in Bellinzola, Switzerland through the creation of an e-commerce that would allow for international sales.

By hiring [TDH](#) they obtained the full development of a new Shopify store, a significant increase in sales at the physical location and a constant increase in international sales through the online store.

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

- Build a target audience from scratch.
- Retain through the online shop the customers who have passed from the physical store in Switzerland.
- Expand the shop from local to international.
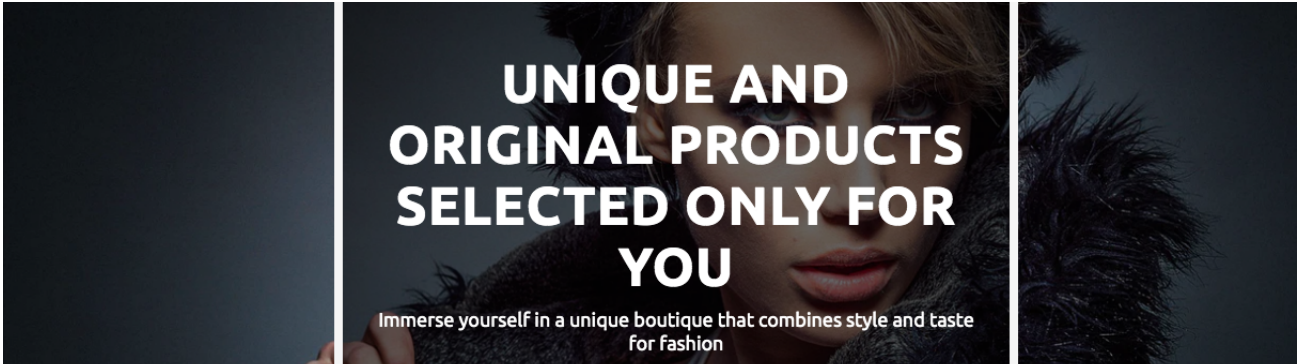

Some specific KPIs achieved in the first year include:

- 8k users list built.
- 700-1k daily traffic on the site after the first 12 months.
- $90-$120 average amount on cart spent.

Key Statistics

| Key Statistic 1	Key Statistic 2	Key Statistic 3
8k users list built from scratch.	1k Daily Traffic after 1 Year.	$90-$120 average amount on cart spent.
+30% on calls generated through the website.	+45% of sales achieved at the store through local ads.	+57% Increase in sales compared to the physical shop.

Company Background

WinOfficial was a small local shop located in Bellinzola, Switzerland. When they hired The Digital Hacks Agency, they wanted to expand the store reaching an international stage through the creation of an online shop.

UNIQUE AND ORIGINAL PRODUCTS SELECTED ONLY FOR YOU

Immerse yourself in a unique boutique that combines style and taste for fashion

| Problem	Strategy
The difficulty was starting from scratch with the creation of an online store. • Limited Budget. • No advertising done in the past. • No data.	• Create 1 Google Local Campaign. • Create 1 shopping campaign. • Build 1 display retargeting campaign after 2 months. • 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 20% coupon code for the first 2 months from inauguration. Then 10% on signup. • Create transactional emails with specific recommendations and for specific users' actions. • Running A/B tests on email and landing. • Integrate different Apps on the website with Upsell, Bundle and Cross-sell.

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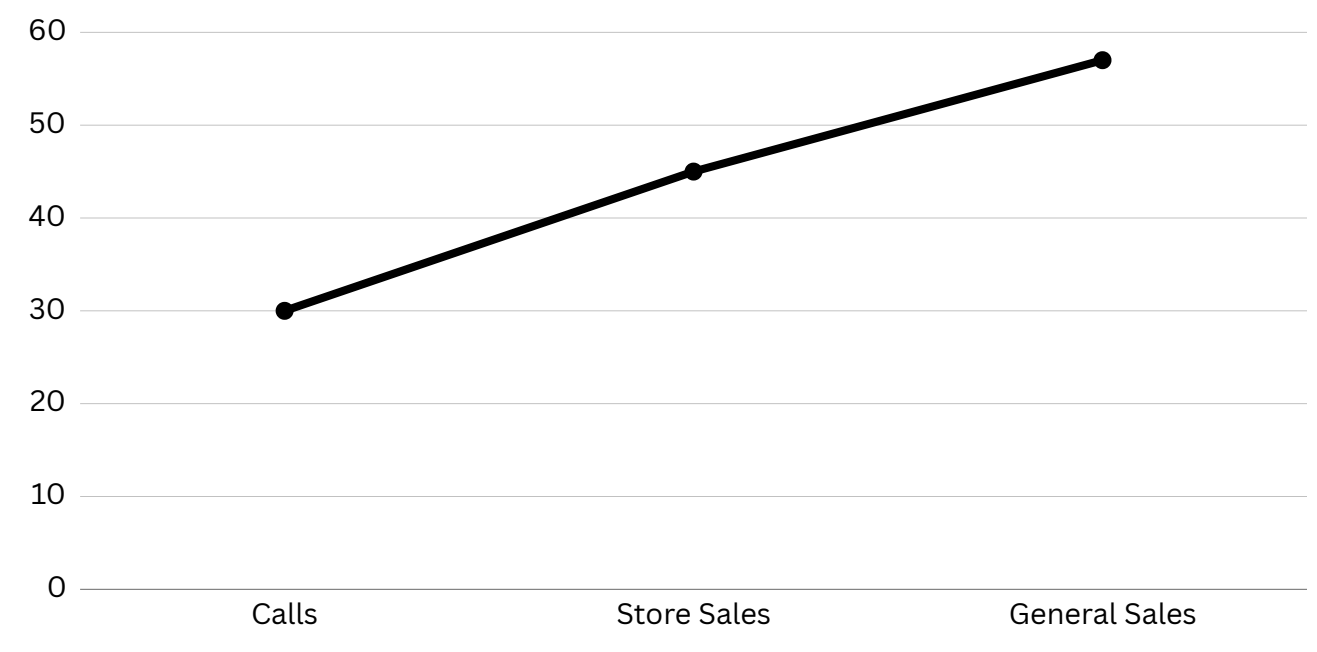
Through this strategy, we achieved a consistent result, taking into account the client's limited budget. This ROI obtained has allowed us to gain the customer's trust, and allowed them to invest more in their online business to continue growing in the market.

Testimonials

"They've built a nice online store and helped us transition from the local to the international scene."
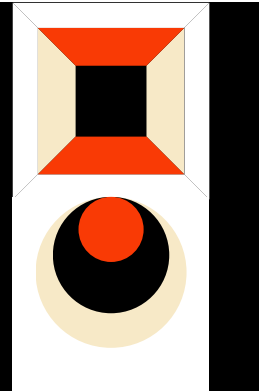
Key Takeaways

We thank WinOfficial for choosing us for this project. With them, we have tested many strategies that we could reapply in the future with similar businesses.

And now is your time!
Book a free consultation HERE.