



# Client Case Study

TURNING A UNIQUE DESIGNERS JEWELRY INTO A  
GROWING E-COMMERCE BRAND

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BrentonWay



BRENTON WAY INC.

# Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,  
JONATHAN SAEIDIAN, CEO

CONTACT US  
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Brenton Way

# Overview

## COMPANY

Nicole HD Jewelry

## WEBSITE

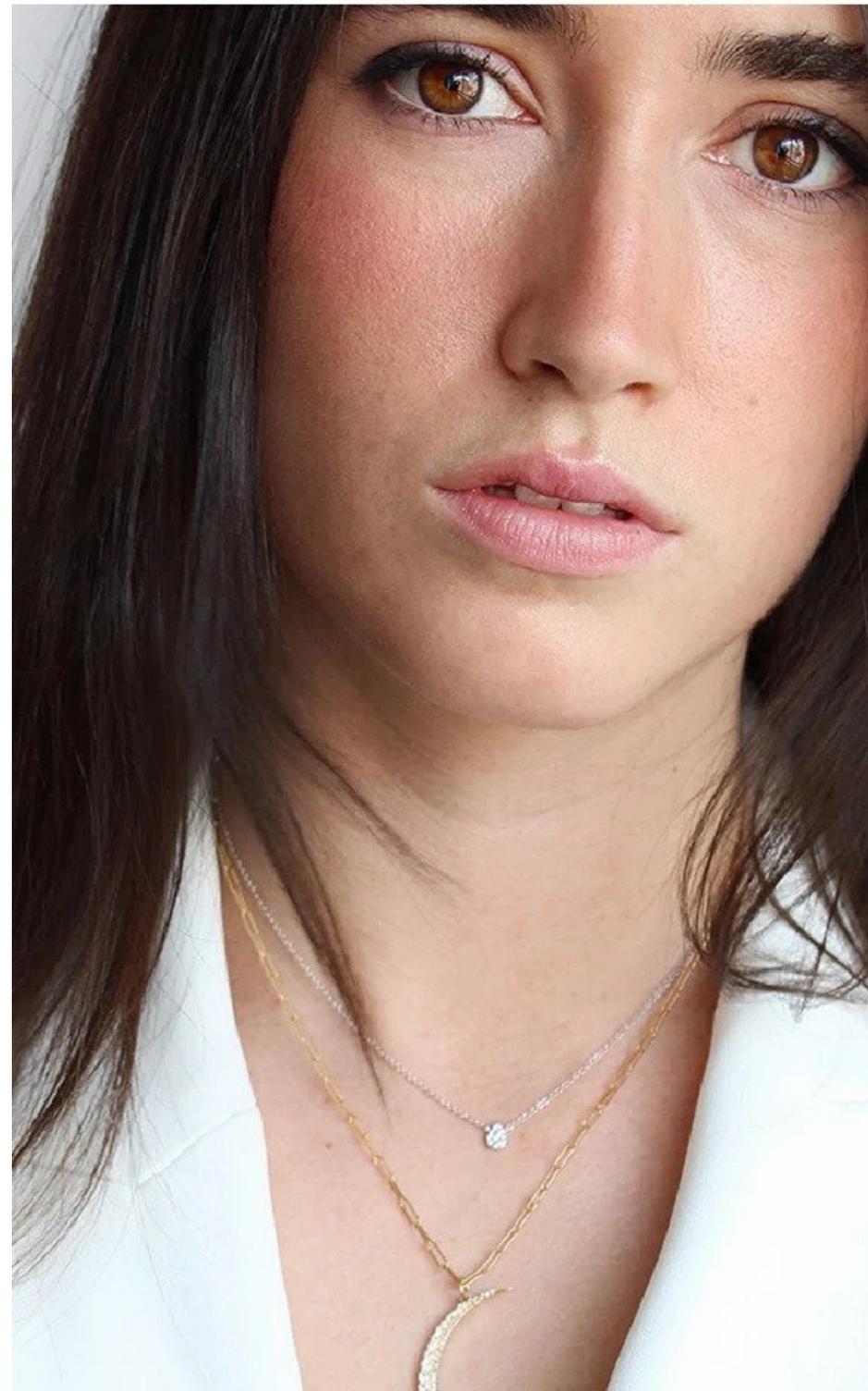
[nicolehdjewelry.com](http://nicolehdjewelry.com)

## COMPANY FOCUS

Boutique jewelry brand for the modern woman.

# Case Summary

See how we successfully turned this unique jewelry brand from a small boutique store to a rising e-commerce jewelry contender by improving their brand positioning, increasing SEO traffic by 40%, improving their cart abandonment strategies, increasing their ROAS, and increasing site visitors by +20k in 4 months.



# Identifying The Painpoint

Nicole HD is a boutique brand with who had little digital marketing footprint.

Their painpoint was to expand the brand from their local New York fanbase into a growing e-commerce store that touched other areas of the US market.

They were seeing decent e-commerce sales already but didn't have a clear plan in place to expand that reach.

They wanted a digital marketing company to help bolster their digital sales, build their brand, increase their awareness, and launch successful sales conversion campaigns to grow their presence.

# Client Requests

- Increase product search rankings
- Increase SEO presence
- Better content around their products
- Stronger Facebook conversion ads
- Stronger Google Ads campaigns
- Increase brand reach

# Our Solutions

- SEO
- Content Creation (Written & Design)
- Conversion Optimization
- Facebook Ads Management
- Google Ads Management
- Omnichannel marketing funnel (digital to instore conversion)

## Our Results

→ Generated over 22% increase in online sales through cart abandonment

→ Increased onsite optimization & SEO traffic by 40% in 4 months

→ Improved site conversions & tracked a 25% increase in new digital to in-store sales

→ Prepared new retargeting funnel of engaged site visitors

→ Redesigned website flow for new brand model & optimized for customer experience.



+2K NEW  
MONTHLY  
VISITORS

+25% IN-STORE  
TRAFFIC RATE

## RESULTS

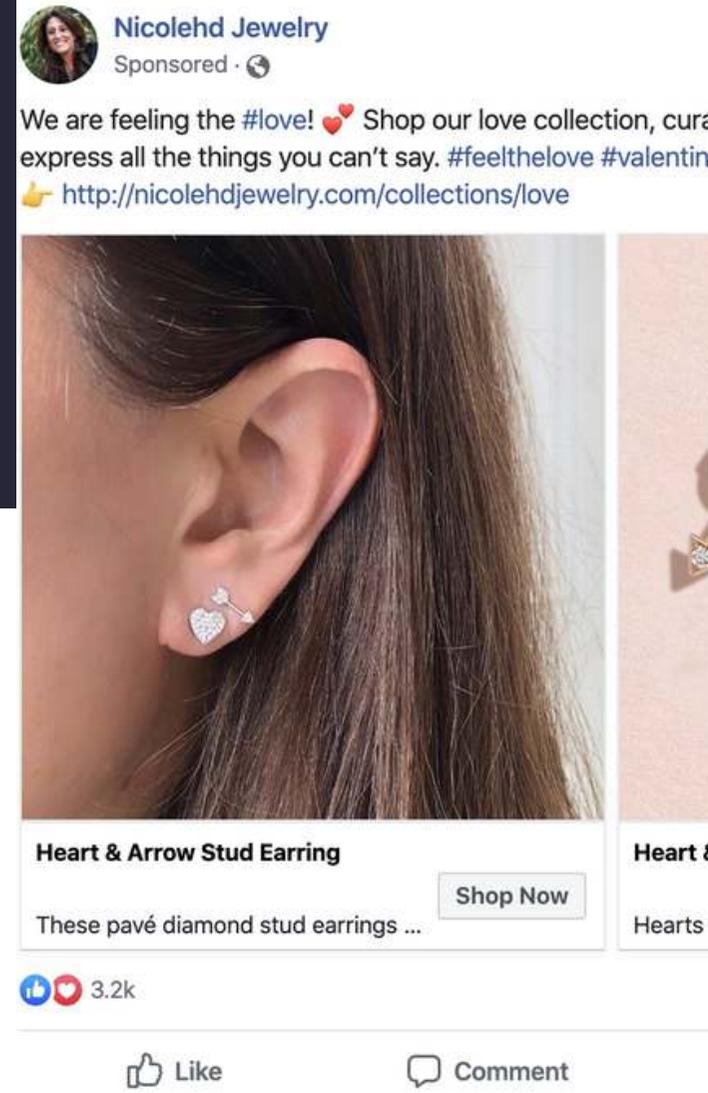
40% INCREASE  
IN SEO TRAFFIC

22% INCREASE IN  
SALES FROM  
ABANDONMENT

# Facebook Ads Success

We created 8 different A/B test ad iterations focused on visitors who had added a product to their shopping cart and never checked out. We ran these smart ad iterations to quickly learn and increase sales of visitors.

Generated over 2.4% CTR to increase site cart abandonment sales by 22%



**Nicolehd Jewelry**  
Sponsored · 🌐

We are feeling the #love! ❤️ Shop our love collection, curate your love, and express all the things you can't say. #feelthelove #valentinesday  
👉 <http://nicolehdjewelry.com/collections/love>



**Heart & Arrow Stud Earring**  
These pavé diamond stud earrings ... [Shop Now](#)

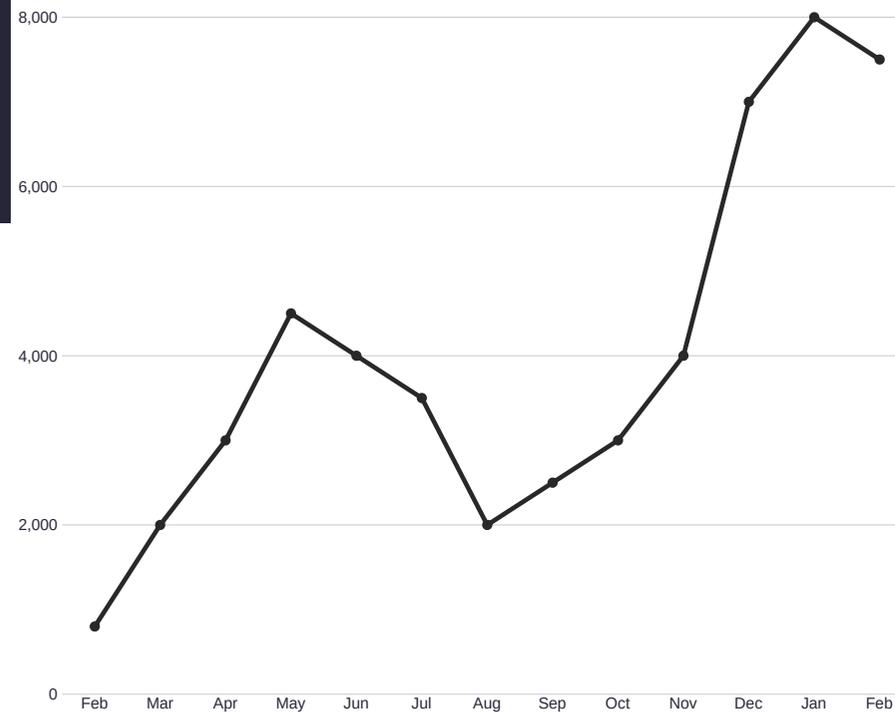
3.2k

Like Comment

# SEO Success

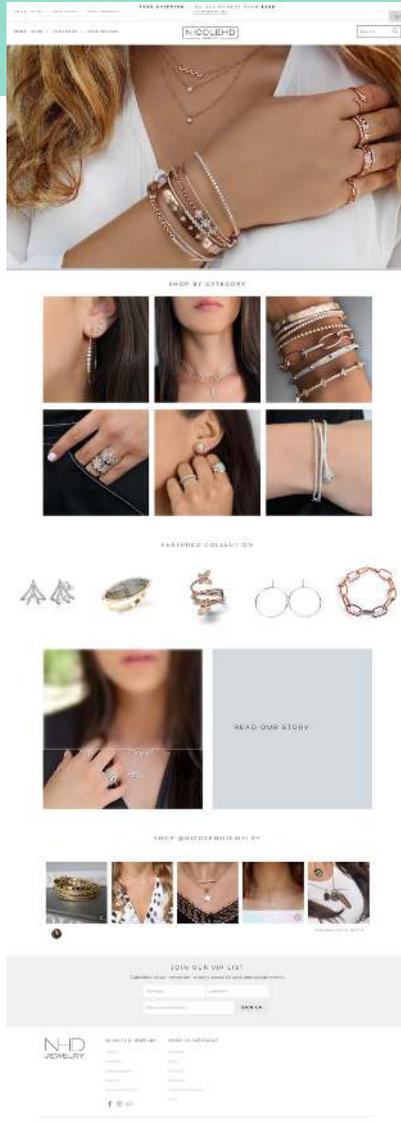
Created high-intent product content and optimized for SEO through restructuring "lookbooks" into ranking articles

Increased SEO traffic by 40% resulting in 500 new quality monthly site visitors

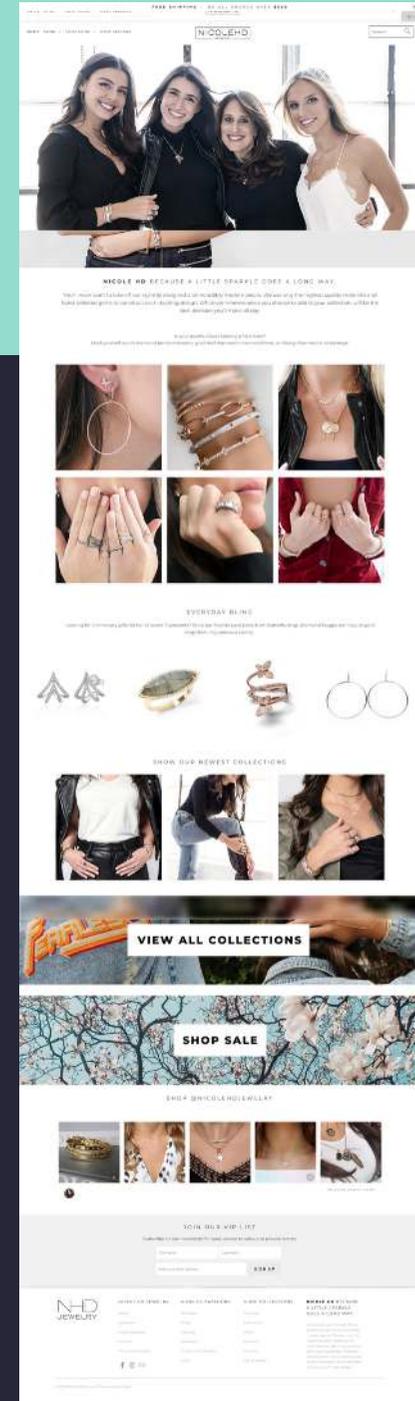


# Conversion Optimization

From Old



To New



# Conversion Optimization

## States before

**2.8 Avg page views**

**20% actions to important pages**

**40% bounce rate**

**22% Engagement rate**

## Stats after

**3.5 Avg page views**

**28% actions to important pages**

**32% bounce rate**

**38% Engagement rate**



# Contact Us

## WEBSITE

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