



Charleys.com.au
by Adzeye

ADZEYE
EXPENDING VIEWABILITY

Case Study

Revolutionizing Online Marketing

For Charleys.com.au with Adz Eye

Business Help?
Call +1 613-699-3833

www.adzeye.com

Company Overview

• Client: Charleys.com.au • Industry: Food Retail • Headquarters: Australia

Products and Services

Charleys.com.au is an acclaimed online store specializing in high-quality gourmet products. Offering a curated selection of cheeses, meats, and accompaniments, Charleys prides itself on sourcing unique, hard-to-find items that appeal to culinary enthusiasts and casual food lovers alike.

Market Position

Known for its exclusive products and excellent customer service, Charleys.com.au has carved out a niche in the Australian gourmet market. Their dedication to quality and the culinary experience has earned them a loyal customer base.



Objective

The primary goal was to broaden the digital footprint of Charleys.com.au, enhance customer engagement, and increase conversion rates to drive sales growth and boost customer retention.

Challenges Faced

Limited Brand Awareness:

Despite its high-quality offerings, Charleys.com.au struggled to attract a broader audience beyond its existing customer base.

Underwhelming Customer Engagement:

The existing website did not fully capitalize on customer interaction, leading to missed opportunities in sales and customer retention.

Increased Competition:

The rise of similar gourmet food online retailers was slowly eroding Charleys' market share.

Brand and Content Strategy:

Strategy:

Developed a comprehensive content marketing strategy that highlighted the unique aspects of Charleys' products through storytelling, recipes, and usage tips.

Outcome

Enhanced brand visibility and deeper customer engagement, leading to a 35% increase in time spent on the website.



Enhanced E-commerce Platform and UX:

Strategy

Revamped the online store to improve the user journey, streamline the checkout process, and the mobile shopping experience.

Outcome

Reduction in cart abandonment rate by 25% and increase in conversion rate by 45%.

Targeted Digital Marketing Campaigns:

Strategy

Implemented segmented email marketing campaigns and dynamic social media advertising tailored to user preferences and purchase history.

Outcome

Boosted email campaign open rates by 30% and social media engagement by 50%

Results: A Quantitative and Qualitative Leap

Expanded Market Reach:

Achieved a 60% increase in new users visiting the website, with significant gains in market share within the gourmet sector.

Customer Acquisition and Retention:

Marked improvement in new customer acquisition rates by 40% and a 50% increase in customer retention rates.

Enhanced Brand Perception:

Elevated brand prestige due to improved online presence and customer service, leading to increased brand loyalty and advocacy.

<input type="checkbox"/>	Campaign Name	Delivery ↑	Bid Strategy	Budget	Reach	Impressions	Results	Cost per Result	CTR Click Rate
<input type="checkbox"/>	A/B_Test_Creatives_March_2021_US_Broad...	Active	Using ad set bi...	Using ad set bu...	22,809	41,719	4 Purchases	\$118.39 Per Purchase	
<input type="checkbox"/>	Leadgen / Gated content / Asia-8 v1 (AL)	Active	Cost cap	\$100.00 Daily	3,142	4,123	17 On-Facebook Leads	\$1.97 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Latin-7 v1 (AL)	Active	Cost cap	\$100.00 Daily	13,410	16,154	32 On-Facebook Leads	\$1.89 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Europe-25 v1 (AL)	Active	Cost cap	\$100.00 Daily	1,603	1,936	5 On-Facebook Leads	\$2.71 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / US v1 (AL)	Active	Cost cap	\$100.00 Daily	56	64	2 On-Facebook Leads	\$0.42 Per On-Facebook Le...	
<input type="checkbox"/>	AU_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	24,008	28,427	2,630 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	CA_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	36,927	44,932	3,730 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	UK_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	37,784	44,396	4,390 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
<input type="checkbox"/>	SE, DK, NO, NL, CZ, FR, PT, PL, IT_Awareness...	Active	Lowest cost	\$110.00 Daily	163,973	188,895	13,800 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
<input type="checkbox"/> > Results from 340 campaigns 0					599,576 People	924,145 Total			

Testimonials

Client Quote

"Partnering with Adz Eye transformed our online presence. Their innovative strategies and deep understanding of digital marketing have propelled our brand to new heights, significantly enhancing our market reach and customer engagement." - CEO, Charleys.com.au