



**Koop.co.nz**  
by Adzeye

**ADZEYE**  
EXPENDING VIEWABILITY

# Case Study

## Transformative Digital Marketing

Strategy for Koop.co.nz by Adz Eye

**Business Help?**  
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[www.adzeye.com](http://www.adzeye.com)

## Company Overview

• Client: Koop.co.nz • Industry: E-commerce • Headquarters: New Zealand

# Products and Services

Koop.co.nz is a distinguished online retailer renowned for offering an extensive selection of lifestyle and household products. With a focus on enhancing the everyday living experience, Koop provides everything from kitchenware and home decor to tech gadgets and wellness products, catering to a wide range of consumer needs and preferences.

## Market Position

As a leader in the New Zealand online retail market, Koop.co.nz has established itself as a go-to source for quality, reliability, and diversity in product offerings.

The company prides itself on its commitment to excellent customer service and its ability to offer competitive prices.



## Objective

The primary objective is to enhance the digital presence of Koop.co.nz, significantly improve user engagement through intuitive website design, and increase conversion rates, thereby driving sales growth and elevating customer satisfaction. The overarching goal is to not only solidify but also expand its market dominance in the face of increasing competition.

### Challenges Faced

#### Limited Online Visibility

Despite offering quality products, Koop.co.nz was not reaching its full potential audience.

#### Underperforming Conversion Rates

The website's conversion rates were lagging due to suboptimal user experience and checkout processes.

#### Rising Market Competition

Growing competition from both domestic and international e-commerce stores threatened to reduce market share.

# Website and User Experience Overhaul

## Strategy

Adz Eye re-engineered the user interface for enhanced navigability and aesthetic appeal, integrating user feedback directly into the redesign process.

## Outcome

A sleek, user-friendly website that reduced bounce rates by 40% and increased user session time by 60%.



# Comprehensive SEO and Content Strategy

## Strategy

Implemented a robust SEO strategy focused on high-value keywords and enriched the site with SEO-optimized content that resonated with target demographics.

## Outcome

Organic traffic increased by 70%, with a significant boost in top-10 SERP positions for key product categories.

# Targeted Digital Advertising and Retargeting Campaigns

## Strategy

Utilized advanced segmentation in PPC and social media campaigns, coupled with strategic retargeting to capture previously lost conversions.

## Outcome

Ad spend efficiency improved by 50%, with a conversion rate increase from 1.5% to 3.5%

# Results: A Quantitative and Qualitative Leap

## Enhanced Digital Reach

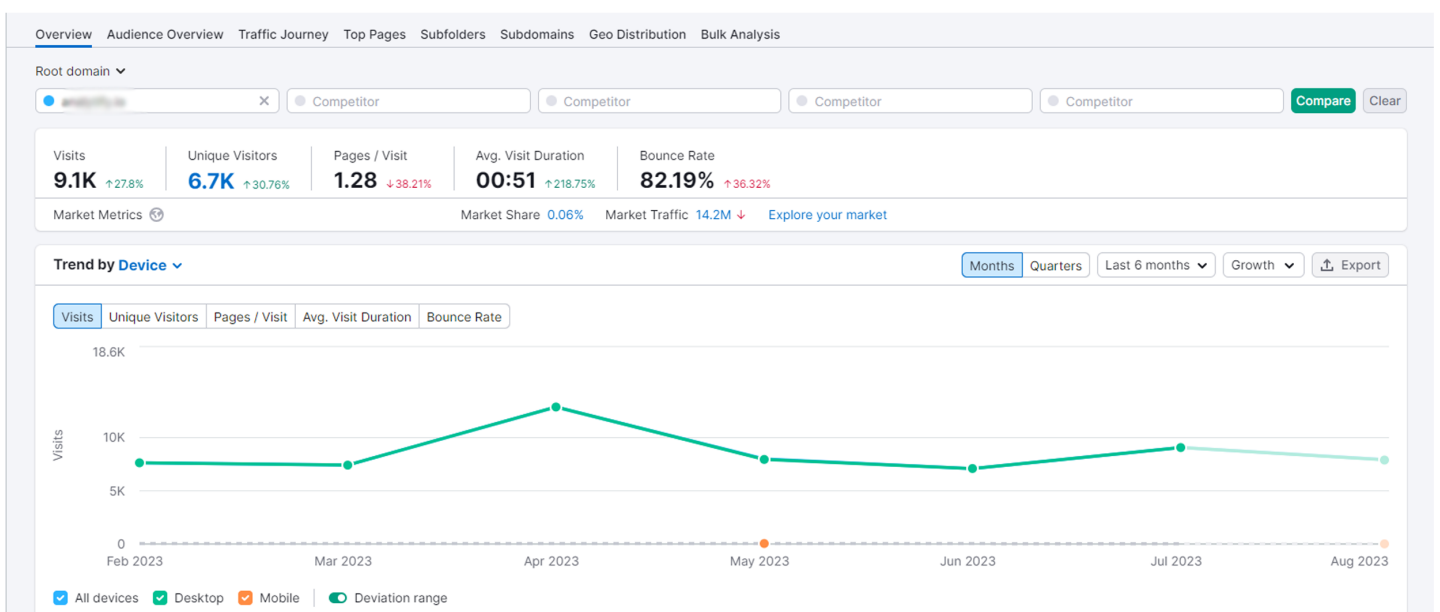
Achieved a 50% increase in overall web traffic, predominantly from targeted regions.

## Conversion Optimization

Conversion rates more than doubled, reflecting higher ROI and customer engagement.

## Brand Recognition and Loyalty

Enhanced online presence led to a 30% increase in repeat customers, underscoring improved brand loyalty and recognition.



# Testimonials

## Client Quote

"Adz Eye was instrumental in turning our e-commerce platform around. Their strategic approach not only enhanced our visibility but also deepened our customer relationships." - CEO, Koop.co.nz