



House of Marbles
by Adzeeye

ADZEYE
EXPENDING VIEWABILITY

Case Study

Elevating House of Marbles

with Adz Eye

Comprehensive Digital Marketing Solutions

Business Help?

Call +1 613-699-3833

www.adzeeye.com

Company Overview

- Client: House of Marbles
- Industry: Retail (Toys and Games)
- Headquarters: Australia

Products and Services

House of Marbles specializes in providing high-quality, traditional toys, games, and glass marbles. Known for their unique and charming products that blend nostalgic appeal with contemporary craftsmanship, they cater to both children and collectors. The company is committed to creating items that ensure lasting play value and stimulate imaginative play.

Market Position

House of Marbles has carved a niche in the Australian market as a purveyor of finely crafted toys and games. They are recognized for their commitment to quality and a diverse product range that appeals to a broad demographic of toy enthusiasts and collectors.



Objective

To enhance House of Marbles' online visibility, streamline the e-commerce experience, and boost sales, particularly focusing on maximizing the digital platform's potential to reach a wider audience and improve customer engagement

Challenges Faced

Underwhelming Digital Footprint:

House of Marbles struggled with limited online reach, affecting their ability to attract and retain digital customers.

Inconsistent Customer Engagement:

Despite a strong product offering, customer interaction and repeat purchases were not at desired levels.

Competitive Market Pressures:

With an increasing number of online competitors, standing out in the market without a strong digital strategy was becoming increasingly difficult.

Revitalized Website Design and UX:

Tailored SEO and Content Marketing:

Implemented a targeted SEO strategy to increase organic reach and developed engaging content that highlighted the uniqueness of their products.

Dynamic Social Media Initiatives:

Launched a series of targeted social media campaigns designed to engage with different audience segments, leveraging both paid and organic tactics



Results: A Quantitative and Qualitative Leap

Strengthened Online Presence:

Achieved a 45% increase in web traffic with improved SEO rankings and more effective social media engagement.

Enhanced User Interaction:

Revamped site features led to a 30% increase in average session duration and a 50% improvement in customer interaction rates.

Increased Sales Revenue:

Streamlined user pathways and more engaging content led to a significant uplift in sales, with a 35% increase in quarterly revenue.

Testimonials

Client Quote

"Adz Eye's strategic input was pivotal in transforming our digital presence. Their innovative approach not only increased our reach but also deepened our engagement with customers, significantly impacting our bottom line." - CEO, House of Marbles, Australia