



**Jeanstore**  
*by Adzeye*

**ADZEYE**  
EXPENDING VIEWABILITY

# Case Study

Revolutionizing E-Commerce for

# Jeanstore

*with Adz Eye*

**Business Help?**  
Call +1 613-699-3833

[www.adzeye.com](http://www.adzeye.com)

## Company Overview

• Client: Jeanstore

• Industry: Fashion Retail

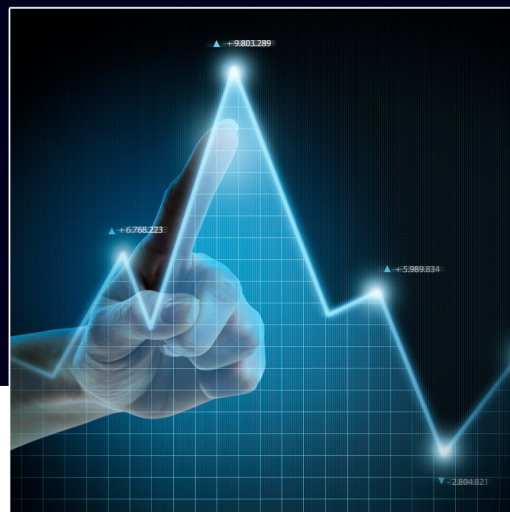
• Headquarters: United Kingdom

# Products and Services

Jeanstore is one of the UK's longest-established denim specialists, offering a wide range of high-quality jeans, clothing, and accessories from leading brands. Catering to fashion-conscious customers, Jeanstore combines a rich history in retail with a passion for customer service and the latest in denim trends.

## Market Position

Positioned as a trusted retailer for premium denim and fashion, Jeanstore has built a loyal customer base. However, the challenge was to expand their online presence and capture a larger share of the e-commerce market amidst intense competition.



## Objective

To enhance Jeanstore's online visibility and sales through a comprehensive digital marketing overhaul, improving user experience on the e-commerce platform, and deploying targeted marketing strategies.

### Challenges Faced

#### Online Market Penetration:

Jeanstore needed to overcome barriers in reaching a broader online audience and converting visits into sales

#### User Experience Limitations:

The existing online platform was not optimized for the best user experience, affecting customer retention and conversion rates.

#### Brand Visibility and Engagement:

Increasing brand visibility and engagement in a competitive fashion retail market was crucial.

# E-commerce Platform Optimization:

## Strategy:

Redesigned the Jeanstore website to enhance navigability, aesthetics, and mobile responsiveness. Introduced personalized shopping experiences with AI-driven recommendations.

## Outcome

The redesign led to a 45% reduction in bounce rate and a 30% increase in average session duration, significantly boosting user engagement.



# SEO and Content Marketing:

## Strategy

Implemented a targeted SEO strategy to improve organic search rankings and developed content marketing campaigns focusing on the latest denim trends and fashion insights.

## Outcome

Achieved a 60% increase in organic traffic and improved search engine rankings for key product categories.

# Social Media and Influencer Collaborations:

## Strategy

Enhanced social media engagement strategies and collaborated with fashion influencers to promote products and brand stories.

## Outcome

These efforts resulted in a 50% increase in social media traffic and a 40% uplift in sales attributed to social media channels.

# Results: Stylish Success in Digital Retail

## Enhanced Online Sales:

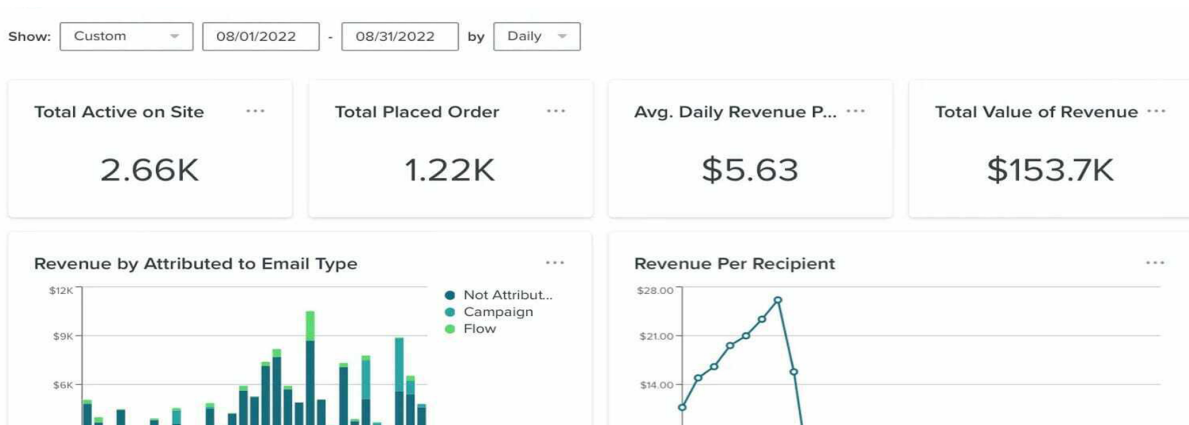
The comprehensive digital strategy led to a 70% increase in overall sales with improved e-commerce functionality and targeted marketing.

## Strengthened Brand Loyalty:

Improved customer experience and engagement strategies enhanced brand loyalty, with a significant increase in repeat customer rates.

## Market Expansion:

Successfully expanded market reach, capturing a younger demographic and increasing market share within the competitive fashion retail space.



# Testimonials

## Client Quote

"Partnering with Adz Eye transformed our online presence, making Jeanstore a front-runner in the competitive fashion market. Their strategic focus on digital excellence has been pivotal in our growth." - Managing Director, Jeanstore