



**Cycles UK**  
*by Adzeye*

**ADZEYE**  
EXPENDING VIEWABILITY

# Case Study

Revamping Cycles UK's

## Online Presence

*with Adz Eye*

**Business Help?**

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

## Company Overview

- Client: Cycles UK
- Industry: Retail (Bicycles and Cycling Accessories)
- Headquarters: United Kingdom

# Products and Services

As a beloved retailer in the UK's cycling community, Cycles UK offers a comprehensive selection of bikes and cycling gear suited to both casual riders and professional athletes. They are celebrated for their exceptional product quality and dedicated customer service.

## Market Position

Cycles UK is widely regarded as a top choice for cycling purchases, thanks to its expertly curated range and knowledgeable staff. They are deeply involved in the cycling community, providing not just products but also support and advice to foster a vibrant cycling culture.



## Objective

Cycles UK aimed to boost their online visibility and sales while continuing to engage effectively with their customer base. The main goals were to drive more traffic to their website, enhance the online shopping experience, and reach new cycling enthusiasts across the UK.

### Challenges Faced

#### Online Visibility:

With an increasing number of competitors online, Cycles UK needed a strategy to stand out and attract more visitors to their website.

#### Conversion Rates:

The site was getting good traffic, but many visitors were leaving without making a purchase.

#### Customer Retention:

Cycles UK wanted to increase repeat business by making their marketing more personalized and engaging.

# Website Redesign for Enhanced User Experience:

## Strategy:

Overhaul the web design to create a smoother, more intuitive shopping experience that works flawlessly across all devices. Streamline the navigation and introduce better product filtering capabilities.

## Outcome

The new design dramatically lowered cart abandonment and boosted customer satisfaction, making shopping easier and more enjoyable.



# Targeted SEO and Rich Content Creation:

## Strategy

Craft a targeted content strategy that focuses on key SEO goals while delivering valuable cycling insights and advice. Enhance local SEO to draw in more regional customers.

## Outcome

A significant boost in organic search traffic and higher rankings for key terms led to increased exposure and a broader customer base.

# Engaging Social Media Initiatives and Smart Retargeting:

## Strategy

Launch vibrant social media campaigns to showcase new products and promotions, supplemented by retargeting strategies to bring back visitors who didn't initially purchase.

## Outcome

These efforts led to a substantial rise in direct traffic from social media and improved conversion rates through retargeting.

# Results: Substantial Growth and Engagement

## Broader Customer Base:

New marketing tactics brought in 60% more customers, particularly newbies eager to start cycling.

## Deeper Customer Loyalty:

A new loyalty program and consistent engagement through various channels led to a 40% increase in repeat purchases.

## Significant Revenue Increase:

Enhanced digital marketing efforts directly led to a 55% rise in yearly revenue.



# Testimonials

## Client Quote

"Working with Adz Eye was a game changer for us. They didn't just boost our sales—they helped us connect with our customers more effectively than ever." - Marketing Director, Cycles UK