

## Delivered an incredible 46% increase in revenue within 6 months while building a new website during a pandemic

### Our Client

Pure Inventions was founded in 2003 by Lynne and Lori, two lifelong friends who both became Certified Clinical Nutritionists and product developers.



Pure Inventions drops help people drink more water, keeping them hydrated with naturally occurring electrolytes along with the antioxidants and the key nutrients the body craves. Each standard 2oz. bottle makes up to 60 beverages and are free of sugar, calories, and artificial sweeteners.

Powered by nature, these refreshingly-flavored drops are easy to use with portion control packaging that puts you in control of the intensity of the flavor.



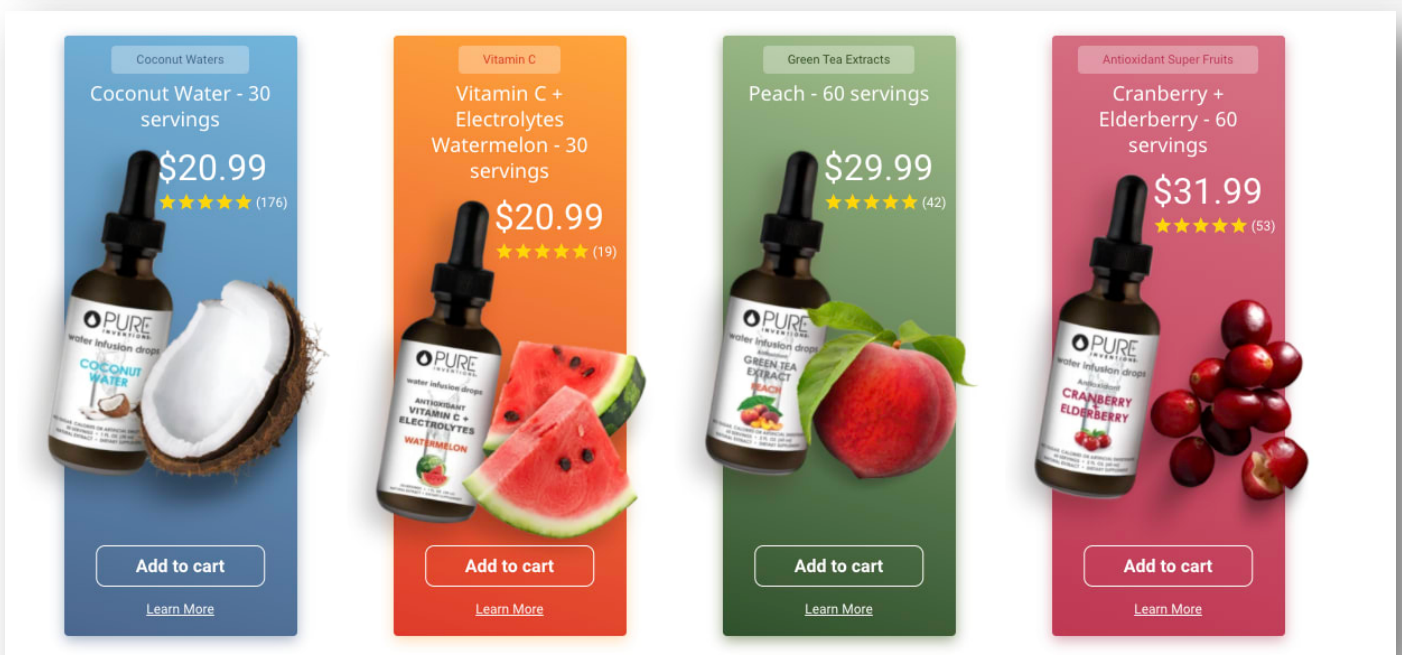
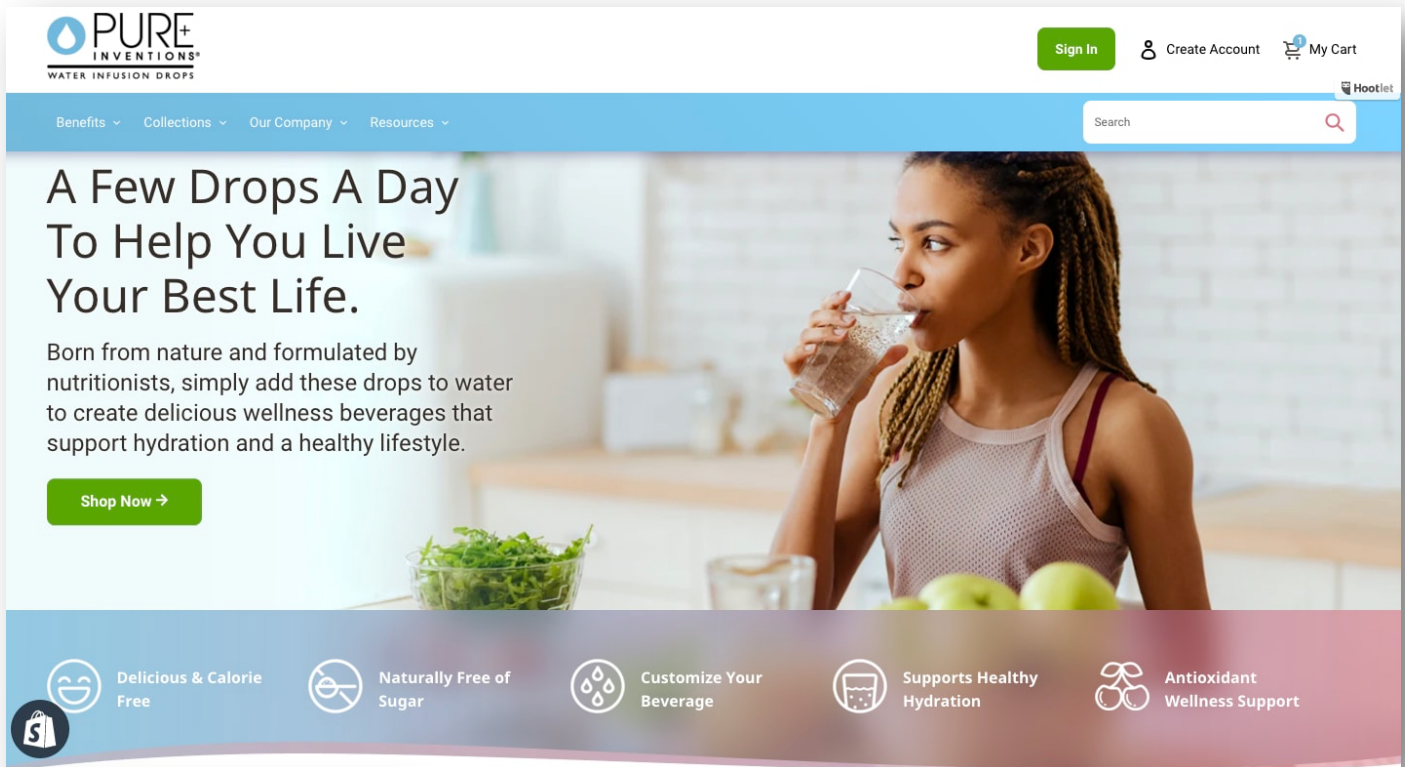
### The Challenge

Since the firm's inception the team had focussed on in-spa retail sales, a strategy that was to prove problematic when Covid-19 lockdown regulations forced these businesses to close. It was clear that the only way for Pure Inventions to continue generating revenue was to develop a B2C eCommerce platform. This was new territory for the business and although they had some ideas, they needed to find an agency capable not just of creating the platform but also delivering the strategy, vision, and direction needed to be successful in their digital space.

They asked us to help because we were able to demonstrate both a proven track record and the ability to deliver this project quickly, to mitigate the worst effects of the lockdown rules.

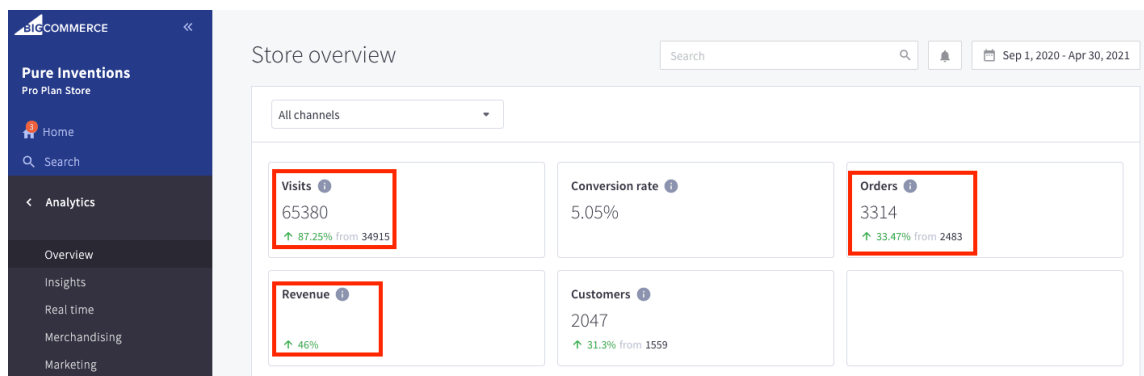
## Our Solution

The existing site was ten-years old and served as a business card for the brand. It had worked well when it came to delivering B2B sales to spa operators, but now needed to be designed to work effectively for a B2C eCommerce strategy. This required a detailed and iterative development process, redesigning the site and focussing on driving business through paid search, social media marketing and customer review automation.



## The Results

We were able to take the outdated BigCommerce and create a really powerful marketing tool supported with a new Shopify site with all the latest features. We created a carefully designed customer journey with new functionalities and accelerated payment options.



**We increased traffic by 87% in the first 6 months**

**Orders increased by 33%**

**Customer acquisition increased by 31%**

**We delivered an incredible 46% increase in revenue!**

*" Building strong relationships and teams are so important. As long as you have the right people in place, anything is possible."*

James Martinez (Founder)

## A NEW APPROACH TO ECOMMERCE MARKETING

Most marketing these days is made to raise awareness and drive clicks. But we create marketing with your bottom line in mind, starting with your conversion numbers and working to increase them to your desired levels.

As a result, It's Just eCommerce marketing looks different – and gets very different results – from any other digital agency.

It's Just eCommerce is more than an agency: we are sales conversion experts, Google masterminds, automation wizards, and web developers who collectively believe that the best approach to eCommerce marketing is not only through branding, but through constant testing, optimization, and crafting systems that maximize the profit in your business.