

Delivering a 300% increase in eCommerce revenue by partnering with Its Just eCommerce

Our Client



The story of Philip Stein begins with owners Will and Rina Stein. Will is a marketing expert with a background in business, while his wife Rina is a watch designer with 28 years of experience in the watch business.

Together, they've combined their diverse skill sets with a newly acquired knowledge of natural frequencies and their power to improve their customers' overall health and wellbeing, developing a watch collection that promotes wellness while delivering unrivalled style.

Philip Stein products are sold in more than 20 countries around the world. The product line has expanded to include a wide range of styles. As the Philip Stein Company continues its research into this life-changing technology, Will, and Rina remain eager and committed to developing products that will enhance people's quality of life.

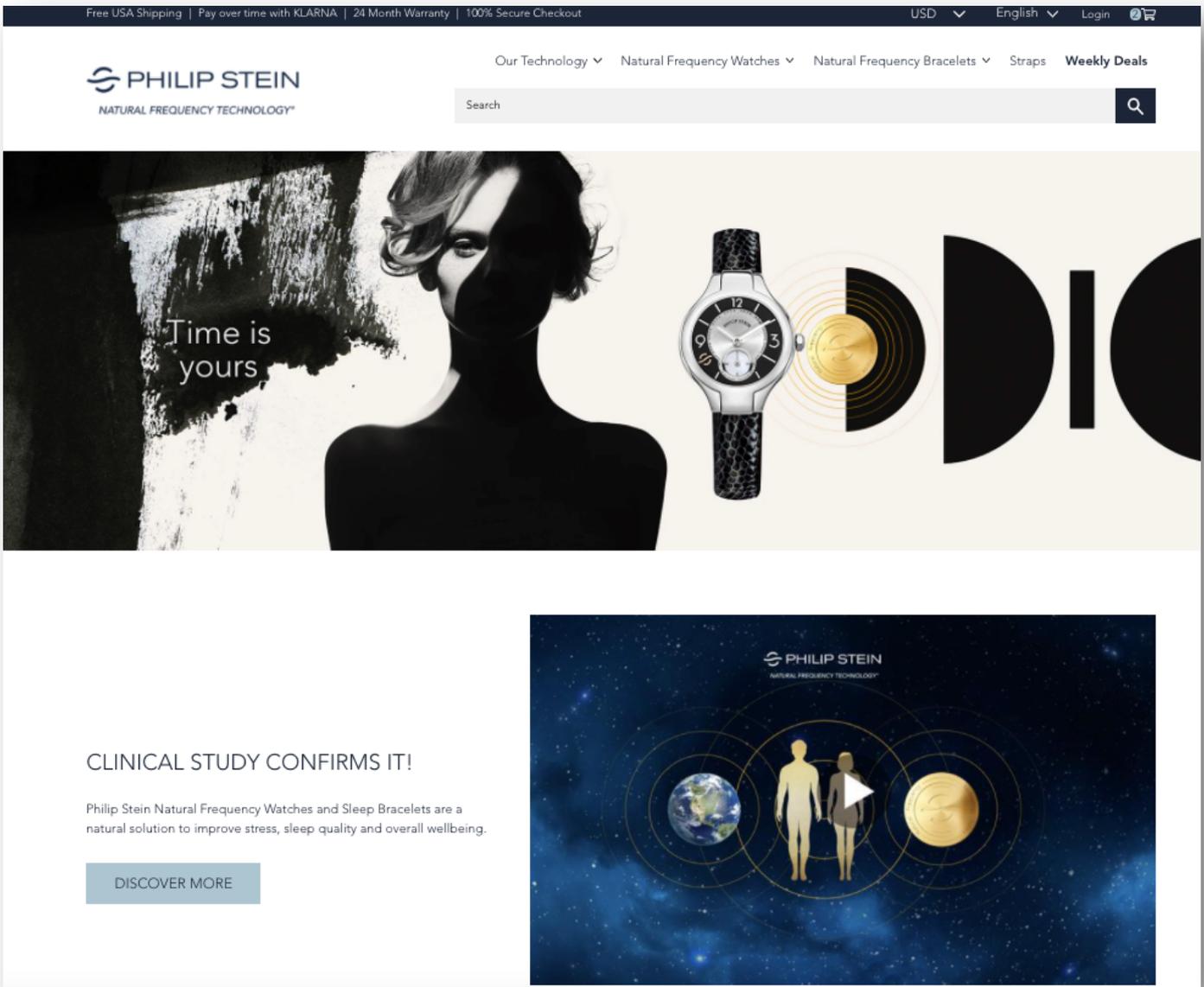


The team at Philip Stein were looking for support with their online sales. They were about to move their ecommerce activities to a Shopify platform and were keen to get some support to drive new business to the site.

They had previously employed a traditional marketing agency, but they had not seen the kind of results they were hoping for. They approached us because of our specialist niche as an ecommerce agency and our track record of success, delivering over \$20m in sales for our clients over the last 10 years!

Our Solution

Working together, we agreed that we would focus on some specific objective around revenue growth, which would allow us to deliver a strategy which encompassed all aspects of the firms marketing activities, beginning with the migration of the old site to Shopify.



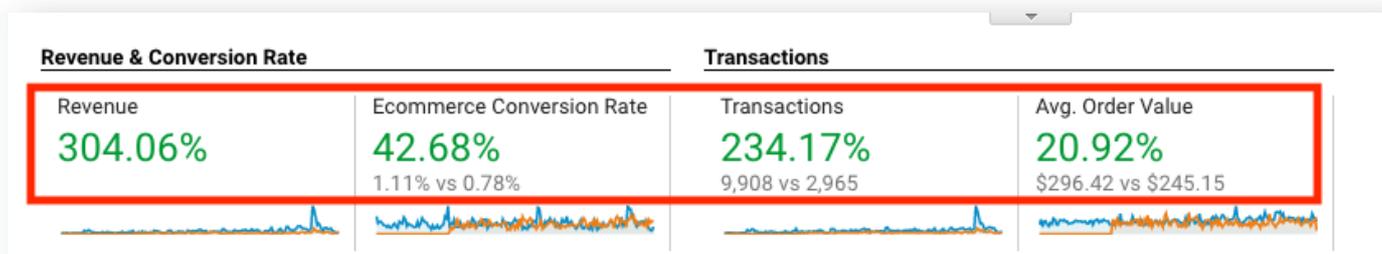
Once completed, we started to focus on our profit-producing strategies. This included a full review of social content and the optimization of online content to attract customers, deliver strong pages rankings and convert potential interest into sales.

As a specialist eCommerce agency, we are adept at delivering engaging campaigns which generate sales and strengthen brand awareness. Our expertise across multiple channels and in multiple sectors ensures we can create solutions which deliver strong levels of consumer interest.

The Results

Applying our specialist expertise, we were able to deliver some great results for this client across the spectrum of ecommerce activities and retail KPIs – that’s the value we add as an ecommerce specialist.

We supported the migration from the old website to the new Shopify site, and then we helped the firm to grow their web traffic, increase their brand awareness, improve email acquisition and enhance the customer journey. We also delivered social media marketing and setup and optimized paid advertisements. Our results speak for themselves.



Revenue exploded on completion of the project, growing by 304% in the first year

Google Ads and Social Media ads which increased overall website traffic by 134%

65% of customers are new leads and 35% are returning buyers!

eCommerce conversion rate increased by 42%

"Digital Marketing and eCommerce Marketing share a similar digital path, with completely different outcomes"

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.