

CASE STUDY

We dolled up this fashion brand's product pages and *increased their conversion rate by 85%.*

+ 18% page views  
+ 20 optimized listings





# The Nightmare

Iconoflash is an online fashion retailer that had trouble getting more customers. Competition is fierce in the fashion industry.

This business had to convince customers to show customers why their products were the best. They had one chance. Otherwise, they'd go straight to the competition.



## The purr-fect animal



### Super Cuddly

Soft, 100% Polyester fleece on the inside and out will keep you warm from head-to-toe.



### Easy Zip

Easy to zip than ever l

# The Dream

## The Dream

After looking through some digital boutiques and learning about the products, we knew exactly what we wanted to do.

We wanted to build high-quality product listings. The team wanted to go all out on search engine optimization, amazing copywriting, and A+ content that looks better than some outfits on the runway.





# The Reality

E-COMMERCE



**+ 18%**

*page  
views*

**+ 20**

*optimized  
listings*



## style meets comfort

Elasticized waistband with belt loops for a secure fit

Functional pockets to hold your valuables

Jeggings streamline any shape for a slimmed look





Visit the ICONOFLASH S  
ICONOFLASH  
Neck Fitted Dr

4.3 ★★★★★ 5

Amazon's Choice

50+ bought in past month

-9% \$19.99

Typical price: \$21.99

FREE Returns

Size:

Medium

Color: Black



# The Reality

## Customer Photos

## Customer Spotlight



hang w/ the fam



museum day



engaged on 7/8/24!

kate\_amor



362 likes  
so excited to have my first  
this month! #firstbaby





We made these clothes look better than ever before. Customers are dying to have these pieces in their closets.

And Iconoflash continues to see amazing results...

# The Reality



★★★★★

**"This dress is so soft"**

With more than 2,000 positive reviews, it's not hard to see why women love these dresses.

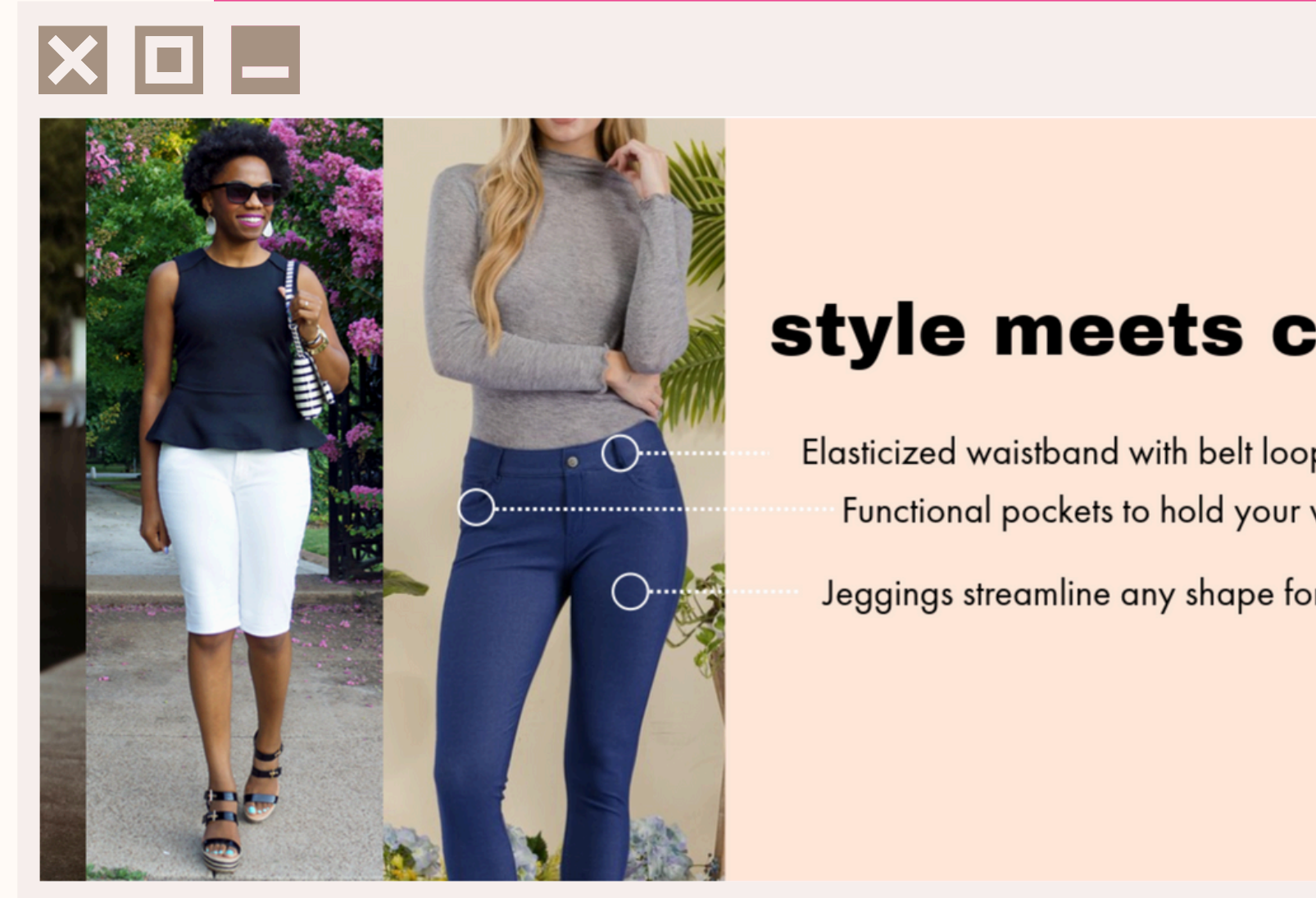
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# Recap

We were able to help Iconoflash increase conversions by 85%. It took lots of research on the product, the competition, and the target audience. By creating effective infographics and writing copy that gets straight to the point, we were able to let customers know that this is the product they're looking for.

We showed customers exactly why these pieces belonged in their closets



**+ 18%**  
*Page Views*

**+ 20**  
*Optimized Listings*