



SAM EDELMAN CASE STUDY



Objectives

Sam Edelman partnered with Revel to create their digital marketing program from the ground up and to provide ongoing program management to achieve incremental site revenue growth - particularly in Q4.

THE RESULTS

29% Increase In Q4 Visits YoY

85% Increase In Q4 Order Volume YoY

72% Increase In Q4 Revenue YoY

42% Increase In Q4 ROI YoY



Challenges

Revel needed to craft the strategy for each digital marketing channel and identify necessary site improvements required for a successful e-commerce site launch and ensure program expansion beyond the initial launch.

There was a focus on continued program growth and improving efficiency to record the best Q4 performance to date while maintaining elevated brand identity despite a highly competitive and promotional wholesale landscape.



Solutions

Build and launch PPC, remarketing, paid social, display, and affiliate programs in tandem with executing search engine optimization tactics on site. Constantly optimize and test new campaign offerings, creative, and copy to stay relevant in a fast-paced, easily stale digital environment. Maintain weekly communication with channel partners and site administrators to improve brand identity, ultimately increasing sales and awareness.