



SLEEPY JONES CASE STUDY



Objectives

Sleepy Jones, a luxury sleepwear company, hired Revel as their digital marketing partner to consult on e-commerce strategy as well as manage and optimize all digital channels. Our partnership included paid media, paid social, email strategy, affiliate marketing, and web analytics.



Challenges

Revel needed to construct a strategy that would scale performance of the growing brand by building awareness and attracting repeat customers, while simultaneously growing overall online revenue and efficient ROAS from our digital marketing programs.

Increase owned media contribution by growing the brand's email database.

Optimize email, sale, and other messaging cadence for a growing brand and customer list.

THE RESULTS

44% Increase In Average Monthly Visits YoY

89% Increase In Average Monthly Revenue YoY

71% Increase In Average Monthly Orders YoY

81% Increase In Paid Search ROI

221% Increase In Total Email Subscribers



Revel Gameplan

Apply our in-depth e-commerce experience and historical findings to maximize efficiencies in digital spend.

Tap into new customer acquisition tactics by leveraging new ad types and amplifying reach of co-branded efforts.

Harmonize the brand's creative considerations with the need to drive revenue by analyzing cadence, message, creative, and offer types to identify and produce the most successful communication across digital channels.