

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

CANVAS BEES

617.500.1626
SummitCrew.com



Understanding the Client

ABOUT

Canvas Bees creates custom canvas prints from digital photos. They specialize in turning any picture into beautiful artwork for wall and window decorations. Their services include image enhancement, museum gallery wrap, artist stretcher bars, and professional canvas hangers.

THE SITUATION

Canvas Bees came to Summit Crew looking for further growth of their business. They wanted to increase their revenue but at the same time maintain control of their advertising spending. They had been running mildly successful campaigns and were looking for additional resources, creative strategies, and growth recommendations.

THE SOLUTION

Summit Crew put together a plan to reach sales goals. Below is how Summit Crew tackled the situation:

- Extensive research to understand the target geographically, age, interests, gender, and time.
- Conducted previous account audits to identify opportunities and further optimization that was underutilized.
- Summit Crew discovered a huge opportunity for Canvas Bees in that they were not focusing on mobile audiences. A full mobile device campaign was launched to reach a growing audience.
- Visual formats and display ads were underutilized, so Summit Crew built campaigns that allowed more visual appeal.
- Summit Crew also looked for ways to increase engagement and competitive reach.
- Summit Crew's full plan and strategy focused on profitable keywords, channels, and segments.



ACTION STEPS

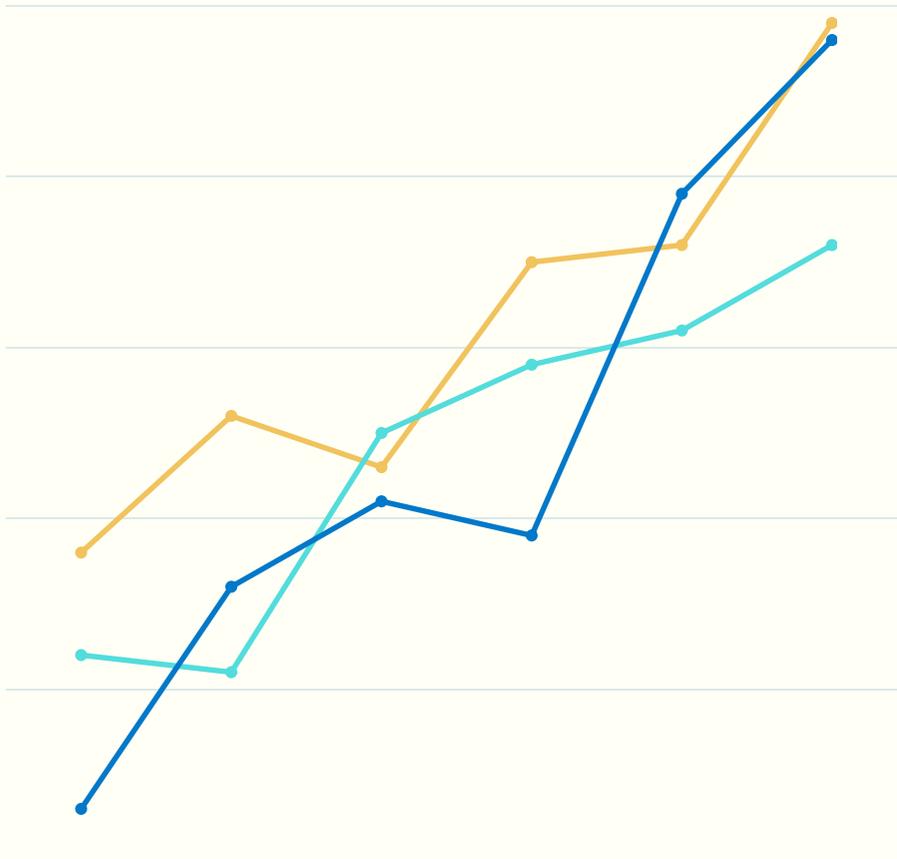
40.88%

INCREASE IN SEARCH IMPRESSION SHARE

33.53%

DECREASE IN BOUNCE RATE

The Results



NUMBERS ON THE RISE

Canvas Bees' Advertising platform soon had significant improvement. The search impression share increased to 40.88%. Due to the greater relevancy of website traffic, the bounce rate dropped to 33.53%. Summit Crew successfully increased conversion rates to 8.65% in the first two months. Overall, Summit Crew successfully helped Canvas Bees drive the right traffic to the website, excluded wasted clicks and traffic, and built a more profitable, successful advertising campaign. Canvas Bees invested 25% more yearly and gained a 35% higher return.