

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

SYMPATHY GIFT COMPANY

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# Understanding the Client

## **ABOUT THE CLIENT**

The sympathy gift company offers educational materials about the funeral, burial, mourning traditions, customs, and provides the opportunity to send appropriate sympathy gifts.

## **THE SITUATION**

The sympathy gift company was looking to drive more efficient results through advertising campaigns across platforms. They wanted to reach a 300% return on their investment consistently through advertising.

## THE CHALLENGE

Summit Crew had to take on the task of optimizing current campaigns and find ways to drive more efficiency across advertising platforms.

## THE SOLUTION

Summit Crew took on this task by developing a strategy to drive more conversions, make better use of budget dollars and increase average order value in order to drive better overall results in the advertising.



**ACTION  
STEPS**

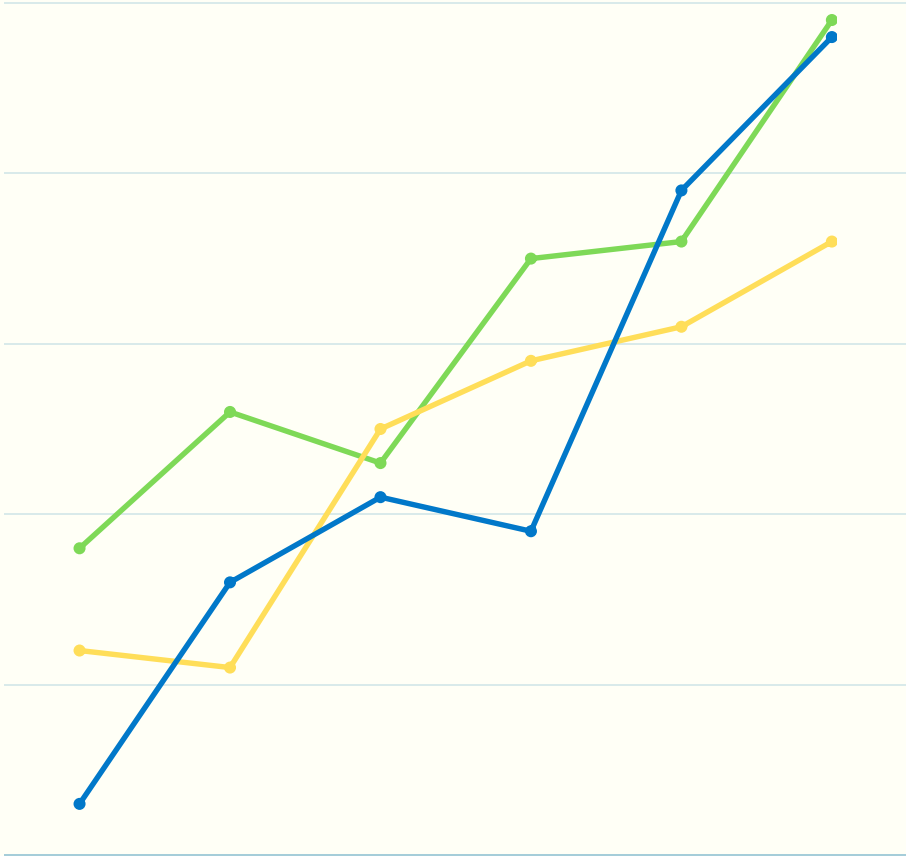
**32%**

INCREASE IN TRANSACTIONS

**36%**

INCREASE IN REVENUE

# The Results



## NUMBERS ON THE RISE

With the help of Summit Crew's unique approach to effectively and proactively increase transactions, revenue and optimize campaigns, the client was able to generate and maintain a strong return on advertising spend year over year consistently for the last few years working with Summit Crew.