

Growing a direct-to-consumer eCommerce store in the age of Amazon



Services Utilized:

Digital Marketing

- Marketing Strategy Development
- Search Engine Marketing
- Search Engine Optimization
- Email Marketing
- Social Media Marketing
- Programmatic Display
- Remarketing

Web Design

- Responsive Website Design
- User Interface Design (UI)
- User Experience Design (UX)
- Landing Page Design
- Email Blast Design
- Retargeting & Display Banner Design

Development

- Responsive Website Development

Traditional Advertising

- Print Collateral Design
- Video Production

Industry: Home Products

Location: Euclid, OH

Project Opportunities

Guardian Technologies is a consumer products company that sells leading-edge home environment solutions including air purifiers, air sanitizers, humidifiers and more. In the growing age of Amazon, Guardian Technologies sought out ways to stay competitive and encourage customers to purchase through their eCommerce store, where profit margins are higher. They challenged VividFront, their marketing and web partner, to help them not only stay competitive against big sellers like Amazon, but continue to grow their direct-to-consumer website year after year.

The Strategy

Over the last eight years, VividFront has taken a big picture approach with Guardian Technologies. There has not been one tactic or channel that has been the sole driving force behind their success, but rather a variety of marketing, branding, and conversion rate optimization tactics that have contributed to long term and growing success. VividFront has taken an omni-level digital marketing approach to bring qualified and low-cost traffic to the site.

VividFront has:

- Designed each customer touchpoint to tell a consistent brand story
- Continually optimized Guardian's eCommerce store to maintain strong conversion rates
- Launched compelling promotions to stay competitive with sellers such as Amazon and Walmart
- Retained their customer base with a loyalty program and creative product inserts

The balance of these tactics have led to year-over-year growth in traffic and revenue for eight consecutive years. As the digital landscape continues to evolve, VividFront remains their trusted partner every step of the way.

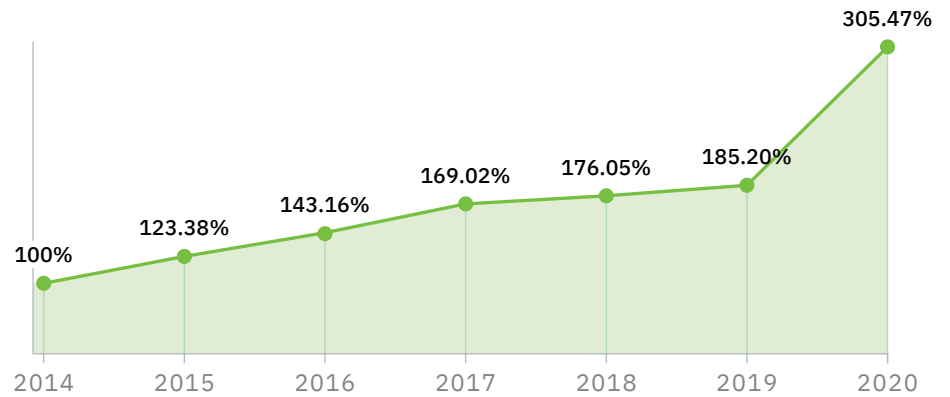
See campaign results on the next page →

The Results

2020 Results reflect Jan. 1 – Oct. 31 | 2012-2019 reflect Jan. 1 – Dec. 31

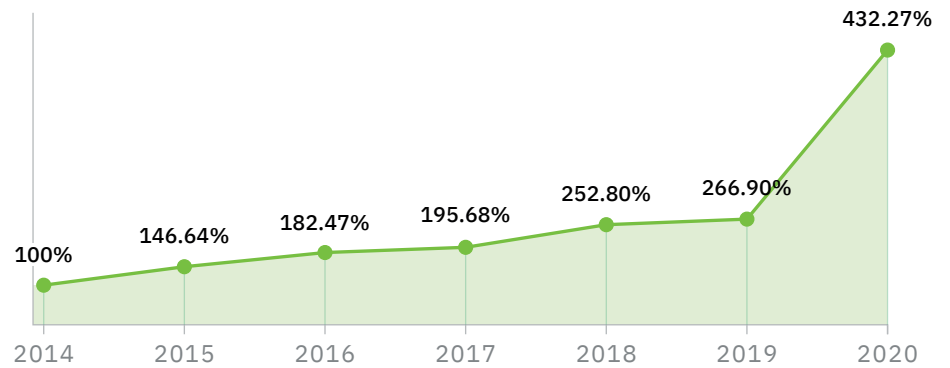
Traffic

Number of users that interacted with the website



Revenue

Total amount generated through all online channels



Conversion Rate

Percentage of users or customers that completed a purchase

