

SHOWCASING BOHEMIAN SUCCESS

Famed Kiwi innovators of nomadic shopping – with their walk-in ‘wardrobe on wheels’ Fashion Truck and boho beach attitude – Tosca & Salome breaks the normal retail fashion mould when it comes to delivering unique, handpicked bohemian couture from around the globe.

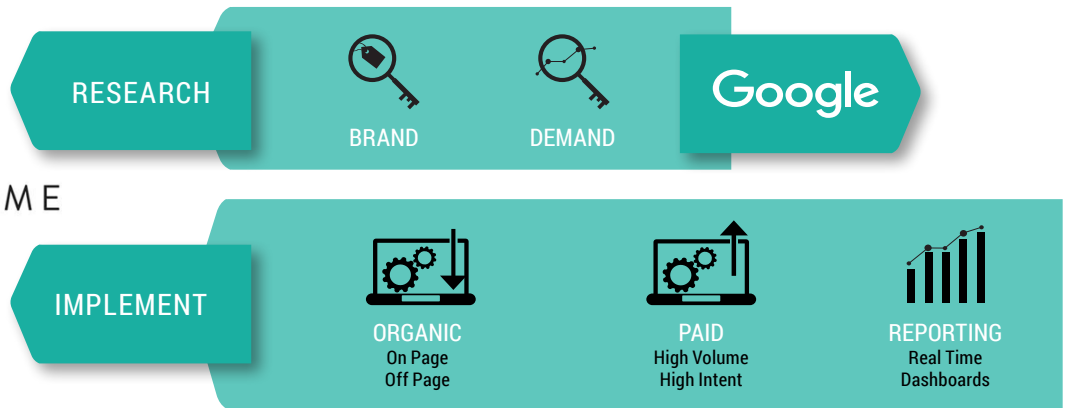
TRAFF1K D1G1TAL WAS ENGAGED TO:

Optimise Search Engine Marketing.

Expand online reach in New Zealand.

ANALYSIS: Tosca & Salome desired to increase their overall website numbers and ranking, establishing their bohemian couture across the country. Traff1k D1g1tal optimised Tosca & Salome’s Search Engine Marketing; reading behavioural patterns, identifying high volume and intent customers, and driving demand to their website.

STRATEGY:



TOSCA & SALOME

SOLUTION:

- Branded keyword research. +
- Demand driven keyword research and patterns. +
- Customer intent. +
- On page and off page optimisation of website. +



RESULTS:

+84%	+72.12%	+390%
OVERALL SESSIONS GROWTH Y.O.Y	USERS/PAGE VIEW GROWTH Y.O.Y	REVENUE GROWTH Y.O.Y

*Tosca & Salome Post Campaign Report 07 Oct 2016 to 15 Jan 2017.