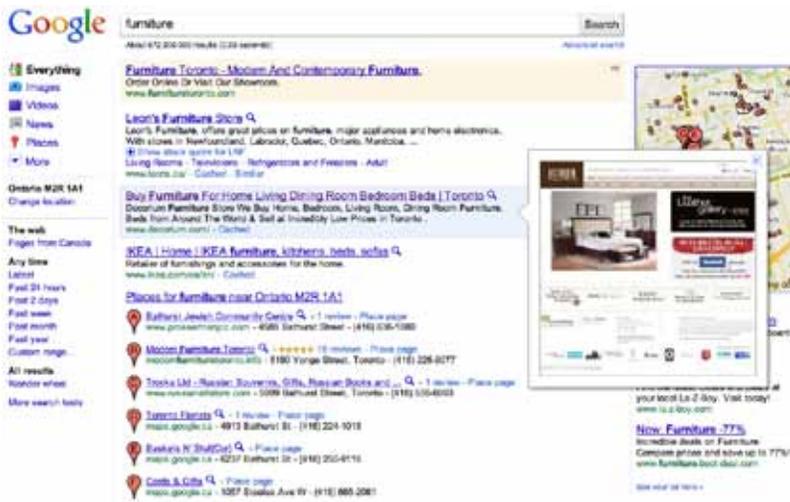


## DECORIUM 10 MINUTE CASE STUDY

Axxoo Implements Intelligent Search Engine Optimization (SEO) and 'Product Inquiry System' to Increase Website and Email Conversions for Decorium



## Marketing Strategy

Trusted team of Marketing Consultants and Web Developers offering concise and compelling strategic guidance rooted in SEO, PPC, SMO and all other related internet marketing activities to help develop, refine and optimize marketing initiatives and demonstrate positive ROI.

## Creative Services

Creative Problem Solvers helping to sculpt a brand's online presence with expertise in positioning, development and advanced creative strategy.

## Quick Summary

Decorium needed an Internet marketing partner that could provide the furniture retailer with an effective Search Engine Marketing (SEM) strategy. One that would increase web site traffic, generate brand awareness and enter the realm of social media marketing to engage with online consumers. Decorium wanted to increase traffic to their website, initiate an ongoing email marketing campaign for promotional offers and create brand awareness on Search Engine Result Pages (SERP's) using both organic (SEO) and paid search (PPC). After two years of partnership with Axxoo, and working with Axxoo's team of Internet marketing professionals and Web Developers, Decorium was able to boost organic traffic and conversion rates by over 40% as compared to previous levels. Axxoo also launched a successful social media campaign; the 'Ugly Sofa' contest, which drove 1680, likes, over 54,000 impressions and 10,000 page views to the Decorium Facebook page.

*"We needed to expand into the online market with aggressive strategy. Initially, our goal was to find a partner that can take care of all our marketing needs from top to bottom, in one place. Axxoo had been managing our Website assets from the beginning, but it was time to expand with aggressive brand awareness using SEO and social media marketing." - Steve Forberg, CEO, Decorium.*

## Customer Overview

Decorium is a leader in the highest value, style and selection of home furnishings. The retailer imports high quality and unique goods from North America, Europe and other parts of the world and is the home of a 100,000 square foot showroom located in Toronto, Ontario. Since 1986, Decorium has remained a leader in showcasing designs from some of the world's most major interior designers while working with various suppliers to achieve a fine balance of comfort, style and value for its clientele. Furnishing the homes of thousands of customers and delivering superior customer service has enabled Decorium to showcase the best options in home furnishings to North American consumers.

## Business Challenge: Maximum ROI with SEO

### Web Development & Design

Technical Architects with a proven track record for working in complex development environments. Building innovative and forward-thinking websites, landing pages, apps and CRM Systems.

### Sales Empowerment

Revenue Strategists ensure Marketing is providing Sales with actionable intelligence to improve conversion results supported by advanced Analytics measuring tools.

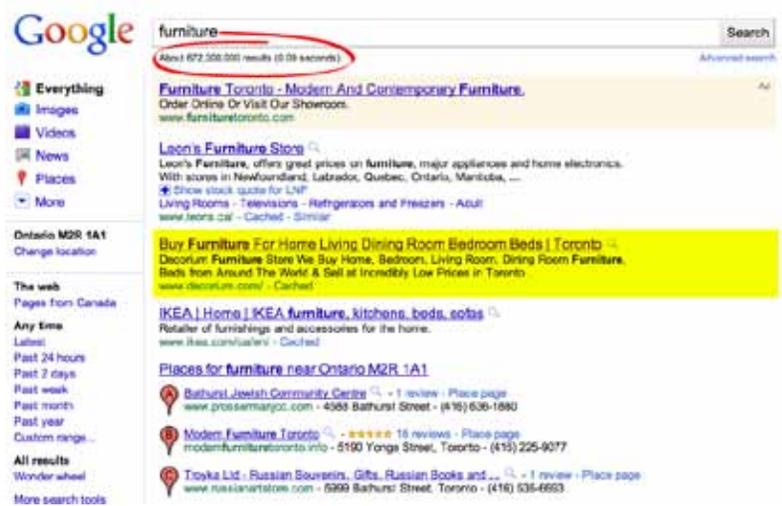
Prior to Axxoo's SEO implementation in July 2010, Decorium was averaging 16,000 website visits per month. Within a 5-month period, Axxoo was able to achieve an average of 24,000-28,000 clicks per month while peaking at 32,000 during the holiday season in the months of Dec 2010/Jan 2011. After January 2011, website visits have steadily averaged 23,000 per month and increased to 30,000 per month in the later part of the year.



With four top keywords (out of over 40 in Decorium's SEO campaign) driving traffic to Decorium.com: 'Furniture Stores Toronto', 'Furniture', 'Condo Furniture Toronto', 'Furniture Stores' and others that did not include the name "Decorium" as a keyword, Axxoo achieved 1,000 clicks, 4,979 clicks, 2,259 clicks and 2,252 clicks for each keyword, respectively. When compared to Pay-Per-Click (PPC) costs in Google's paid advertising program for those same keywords, the average PPC price for 'Furniture' would have cost \$2.09, translating to \$10,406.11 spend to achieve the same 4,979 clicks. Axxoo was able to save Decorium over \$5,000 for keywords 'Condo Furniture' and 'Toronto furniture Stores' each, while saving over \$22,900 for keyword 'Furniture Stores Toronto' at over \$2.00 per click.

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
furniture stores toronto	35,166	37,100	C\$0.29	1	874	C\$194.18
furniture	37,240,000	3,295,000	C\$0.29	1	3,027,194	C\$894,255.77
condo furniture	81,800	8,800	C\$2.34	1	8,729	C\$20,471.71
toronto furniture stores	35,166	37,100	C\$0.29	1	18,432	C\$5,311.69

The keyword ‘Furniture’ (resolves almost 700,000,000 results on Google’s SERP) shows Decorium on the first page in the second position:



## BENEFITS

Optimized marketing spend driving top-line growth using automated processes supported by actionable reports.

Improved profile and brand awareness with increasingly effective web assets and deliverability of digital content on creative campaigns aligned with best practices.

Identifying targeted prospects by triggering actions based on viral activity.

Keyword ‘Furniture’ receives 2+ million local searches per month, which translates to the same amount of impressions for Decorium in this position surpassing any PPC campaign as an alternative.

Axxoo also increased Decorium’s ranking on SERPs for keywords ‘Leon’s’, ‘Ashley Furniture’ and IKEA’; a process that took 6-months and has pulled significant traffic as a result of mass keyword searches for other leading furniture stores:

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
decorium					
August 1, 2011 - August 31, 2011	6,919	7.30	00:04:35	54.34%	18.76%
August 1, 2009 - August 31, 2009	3,522	7.44	00:04:24	59.06%	13.40%
% Change	96.45%	-1.89%	+1.30%	-7.08%	29.98%
decorium furniture					
August 1, 2011 - August 31, 2011	666	7.31	00:04:16	51.80%	23.42%
August 1, 2009 - August 31, 2009	296	8.92	00:05:15	61.07%	12.42%
% Change	123.49%	-18.04%	-18.70%	-15.18%	88.65%

*“We’re pulling in traffic like never before and a major reason for this is Axxoo’s optimization for keywords like ‘furniture’ and ‘furniture stores’. These traffic sources are rich in qualified leads for top brand retailers and we’re there on the map right along with national and international brands.”*

**Steve Forberg, CEO, Decorium.**

## CASESTUDY

## Business Challenge: Boosting Form Submission and Email open-rates

### ABOUT AXXOO

Axxoo is a professional services marketing agency with specialization in engineered marketing solutions for small and mid-sized companies. Axxoo allows you to drive marketing success, show a bigger return on marketing investment, and produce more revenue for your entire company using integrated, measurable, optimized and automated internet marketing solutions.

Decorium was looking for a more effective way to further engage with prospects after visiting the Decorium web site. In an effort to restructure the process of lead submission from the standard 'Contact Us' page, Axxoo implemented a 'Product Inquiry System' using a customized submission form that upon end user input would automatically send out emails to recipient inboxes consisting of the information they were seeking plus the latest promotional and discounted offers. In a single, all-encompassing marketing strategy, Decorium achieved 4500 leads over a 3-month period using Axxoo's 'Product Inquiry System'.

"Conversions are a lot higher now as a result of Axxoo's 'Product Inquiry System'. Our list has grown while our email marketing campaign has returned better ROI as a result of the new web site component." Said **Steve Forberg, CEO, Decorium**.

**Results: Axxoo's SEO has boosted website traffic by 20% within a 3-month period while the intelligent 'Product Inquiry System' has automated the entire product inquiry process.**

Key advantages of marketing strategy for Decorium include:

- **SEO** – Axxoo's comprehensive keyword campaign has placed Decorium on the first pages of high search volume keywords like 'furniture', 'furniture stores and 'buy furniture'.
- **PPC** – PPC maintains visibility on paid placement searches providing Decorium with consistent impressions and brand awareness.
- **Lead Generation** – Axxoo is able to grow Decorium's email marketing list via several touch points throughout its online presence. In-store sale events are promoted through corresponding email blasts resulting in over 1000 clicks to decorium.com per campaign.
- **Reduced Time** – Axxoo's email marketing implementation eliminates need for manual processes in corresponding for product inquiries. Axxoo's email marketing implementation eliminates need for manual processes in corresponding for product inquiries.